



Regional Sales Manager Job Description

New Era Electronics is an Industrial Computer distributor. We have been in business for over 15 years, have a competent sales staff who really know their product, and a technical team that specializes in the design and assembly of embedded computers and embedded computing components. Our customers are Industrial OEMs and fall into several different industries such as Military, Medical and Industrial Automation.

We have an accent on good service and customization, at competitive pricing. This gives us a very discernible edge over our competitors and endears us to our customers and manufacturers.

Anyone in the regional sales manager position will be expected to uphold these standards, give excellent customer service, and be a team player.

Basic Qualifications:

- Bachelors Degree or equivalent experience
- 3-5 years of experience in computer or electronics sales
- A proven record of sales proficiency
- Proficiency with Microsoft Office
- A good understanding of industrial and embedded computers

Specific Skills Needed:

- Excellent communicative ability
- Ability to negotiate large contracts
- Maintain existing accounts and generate new accounts
- Interact and communicate with corporate clients
- Ability to make cold calls

Duties and Responsibilities:

- Develop and maintain a relationship with all manufacturing contacts
- Generate leads through emails, cold calling, networking and any other means available to you.
- Take all existing leads available to you and carry them down the sales pipeline to a sale.



- Work with OEM engineers through their product design cycles.
- Negotiation of large contracts.
- Consistently manage all of their existing accounts, design cycles, scheduled orders etc.