



**Job Title:** Regional Sales Manager – Southeast USA  
**Position:** Full-Time  
**Department:** Sales & Marketing  
**Reports to:** Skyfold National Sales Manager  
**Sales Area:** District of Columbia, Florida, Georgia, North Carolina, South Carolina, Maryland, Virginia, and West Virginia

### **Summary Statement**

The Regional Sales Manager is responsible for business development and management of assigned Skyfold products and distribution in the assigned Region to meet or exceed territory sales revenue objectives. Success in this position is accomplished by developing and executing business plans and sales strategies with regional responsibilities. May be asked to support other business locations.

### **Primary Responsibilities**

- Identify overall market potential
- Provide input on, and achieve yearly territory sales target
- Prepare typical periodic reporting to National Sales Management pertaining to results, forecasts, indicators, expected future sales; major projects, market trends and analysis
- Participate with other sales managers in developing strategies;
- Participate in Sales & Operations planning as needed;
- Identify and develop business opportunities in territory with new and existing customers and build key relationships
- Drive the market (architects, designers, general contractors, distributors and end-users) towards premium product offerings
- Formulate strategies utilizing distributor data, market trends, sales targets, forecasts, market share, sales volume, pricing programs, competitive activity to achieve extraordinary sales results

- Analyze, anticipate, measure and make timely strategic adjustments to trends and changes in dealer performance;
- Document and manage accurate client, project, and opportunity information in Skyfold CRM system as directed
- Recruit, develop and train distributors and their personnel in assigned territory
- Develop existing regional distribution to enhance sales growth via consultative management techniques
- Identify new distribution and upgrades to ensure the assigned Skyfold brand is aligned with the best qualified distributor in every market
- Maintain current knowledge of, and enforce company policy in accordance with Distribution Agreements
- Create and foster strong relationships at all levels of the sales cycle (Distributors, General Contractor, Architect & End User)
- Facilitate the promotion of projects outside the territory under the control of key influential Architectural & Design firms in the territory
- Quickly develop and maintain product and Intra-Company process expertise with the full line of assigned Skyfold brand products
- Provide technical assistance in conjunction with engineering to develop custom solutions and product applications
- Utilize strong communication skillset that allow for clear precise messaging, classroom style product training, consultative management and conflict resolution
- Active participation in related industry/education associations, working groups, trade shows, and symposiums.
- Actively participate in ongoing cross-functional process improvement initiatives when needed
- Proactive interaction with sales and marketing management / product management to stay abreast of current information and clearly define customer needs
- Oversee and follow up on pertinent communications to customers using product announcements, programs, presentations, etc.
- Manage the assigned Skyfold brand to ensure a premium presence and effective sustainable solution-based product positioning
- Manage within assigned expense budget in accordance with company policies

- Travel safely, efficiently and effectively

## **Minimum Requirements**

- Bachelor's degree in marketing, business administration or related field, master's degree preferred, equivalent level of experience considered
- 5-8 years of successful management, contract or premium capital goods selling experience, preferably with distribution, major, national and/or government accounts preferably in architectural or luxury products.
- Advanced selling skills e.g. qualify prospects, lead generation, new business development, account penetration, value-added strategic selling, conceptual selling, issue-based selling, consultative selling, negotiation and contracts (closing) to uncover, understand and meet the needs of customers as well as understand and effectively navigate the sales cycle.
- Must have strong organizational and problem-solving skills as well as demonstrated proficiency in the ability to collaborate/negotiate with architects, distributors, general contractors and end-users
- Must be an assertive, self-starter with the self-confidence and ability to represent Skyfold in a professional manner, taking initiative to effectively manage own activities to deliver results with little/no supervision and working with/through others to successfully win business
- Must be able to work in a fast-paced, changing environment, at all levels of the organization (e.g., 'political savvy') and able to build long term relationships with customers/partners (particularly at senior decision-making levels within an organization)
- Excellent verbal, written and interpersonal communication ability with strong emphasis on listening, presenting and facilitating
- Demonstrated high personal performance standards, the desire and ability to continuously learn and must be results-oriented (i.e., holding oneself accountable for results)
- Demonstrated high level of integrity, business ethics and leadership skills
- Must be financially literate and possess business acumen-astute in understanding financial implications of decision-making regarding discount management
- Expertise within a distributor environment with sales planning capabilities- provide leadership to distributors in pursuing customer relationships

- Ability to effectively use office automation/communication software/tools used in the office environment
- Must be able to perform all essential job functions with/without accommodation
- Willingness to travel extensively throughout assigned geography as well as nationwide when needed, building awareness about Skyfold space solutions as well as prospecting/coordinating sales/marketing activities with Skyfold distributor personnel/leadership

## **WORK ENVIRONMENT**

Home office located in the territory. Will be required to overnight travel between 50% and 70% the time.