



Position Title: <u>National Sales Manager – Industrial (Canada)</u>
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Location:	Ontario/Alberta	Department:	SALES
Effective Date:	1 FEB 2010	Revised:	1 FEB 2010
Reports To:	GENERAL MANAGER – APOLLO CANADA		

POSITION SUMMARY: Has overall responsibility for managing the sales activities and channels of sale of Apollo/Conbraco products to target industrial markets in Canada.

PRINCIPLE RESPONSIBILITIES:

- Develops sales and strategic action plans for the assigned accounts.
- Develops, maintains and manages direct personal contact and effective working relationships at all levels with key decisions and buying influences at assigned accounts.
- Develops annual product forecast for assigned accounts.
- Assists in the collection on past due accounts.
- Stays abreast of current and upcoming market conditions and product requirements.
- Develops, maintains and manages the proper channel of sale which provides access to his customer base and within the established market sales-strategy.
- Develops, maintains profiles for clients (key accounts, contractors and end users, etc.)
- Recommends improvements to the product line, additions and other areas that may require input.
- Assists in the resolution of technical and commercial problems with customers.
- Meet or exceed annual sales forecast.
- Prepares and submits activity reports and sales plans as required

COMPLEXITY:

- Requires constructive and solid judgments.
- Compares and evaluates competitive offerings.
- Performs analysis of buying patterns, sales reports; compares and evaluates competitive offerings.

INTERACTION:

- Primary contact is with industrial/PVF wholesale distribution and end-users; as well as internal Sales, Customer Service, Marketing, Engineering, Operations, and Finance personnel.
- Attends key trade shows/functions

SPECIALIZED KNOWLEDGE:

- Possesses knowledge of sales channels – distribution, contractor, end-user, MRO, E&C, specifying engineers, etc.
- Complete familiarity with the technical and feature advantage of Apollo products.
- Possesses knowledge of valve and piping systems, products, applications, specifications automation systems, industrial manufacturing, and industrial/PVF distribution
- Possesses knowledge of standard pricing and price models

MINIMUM EDUCATION/EXPERIENCE REQUIREMENTS:

CDN: Grade 12 Ontario Ministry of Education or Ministry of Education equivalents, plus 10 years experience in marketing and sales, encompassing sales of valves or related industry products. Must be self-motivated and have a creative industrious personality.

Must have knowledge of computer applications and programs. Must possess working knowledge of inventory control systems and purchasing functions for the department. Should have a strong organizational background and aptitude. Must be able to interpret written and verbal instructions. Ability to maintain accurate records.

- Excellent organizational skills, detail oriented.
- Highly developed professional sales and self-management skills.
- Excellent administrative and interpersonal skills.
- Has the ability to work under pressure and meet deadlines.
- Have good oral and written communication and PC computer skills.

Note: This position description describes only the general nature and level of work encompassed by this job. This description is not a comprehensive listing of all responsibilities, duties, and skills of associates at this level.

APPROVALS: Please respond with your resume to jeff.cooper@conbraco.com



Vice President Sales & Marketing: _____

Date: 2-1-2010 _____

Human Resources: _____

Date: _____

Executive Vice President: _____

Date: _____

President: _____

Date: _____