



POSITION DESCRIPTION STATEMENT

(PDS)

TITLE: MANAGER, SALES & NEW BUSINESS DEVELOPMENT

REPORTS TO: VP SALES AND MARKETING

DATE: 12 FEBRUARY 2009

I. PURPOSE OF POSITION:

The Sales Manager & Business Development Manager will facilitate profitable sales growth for all products offered by Electro Kinetics Division. Proposal preparation and support administration of major contracts. Maintain direct communication between EKD and customer base.

II. KEY RESPONSIBILITIES:

- Develop and execute new program/customer/product Capture Strategy
- Be responsible and accountable for executing the Strategic Plan
- Develop relationships with key customers to drive growth.
- Support the GAE field sales network.
- Promote and use key DBS tools to initiate and sustain growth strategy (VOC, Salesforce.com, APD)
- Provide price proposals for major programs with supporting back up data to ensure minimum Gross Margin targets are met.
- Communicate to internal groups the outcome of the negotiations/proposals focusing on conveying the expectations set forth for each group i.e. clear details, critical timeframes, and expectations.
- Develop and maintain the Bid & Proposal process.
- Develop Market Analysis that communicates near and long-term priorities
- Understand/Communicate competitive threats in the market place
- Develop/Implement Sales Penetration plan at major customer accounts, measure progress against action plans
- Develop/Implement strategies which will maximize margins & increase market share.
- Support the PSI process to plan and execute forecasts for growth planning and achieving program milestones.
- Manage and execute Policy Deployment action plans & countermeasures as assigned

- Develop and maintain strong relationships with all facets of the organization to aid in profitable growth.
- Develop and Maintain sales/program funnel for assigned accounts
- Participate in industry events, symposiums, and trade shows as assigned

III. RELATIONSHIPS:

- Reports to the Vice President of Sales and Marketing
- Interface on a daily basis with the Contracts & Customer Service, Programs Department, Engineering, Quality, Operations, Finance and all other management at EKD.
- Interface with the Growth Account Executives on major opportunities.
- Interface with other Pacific Scientific Division's Sales Team
- External relationships include domestic and international customers.
- Direct Reports: none

IV. MEASURES OF PERFORMANCE:

- Increased sales at assigned customer accounts
- Price Increase & NRE Capture
- New Program win/capture rate
- Overall customer satisfaction / service
- Demonstrate efficiency in strategic selling and total account management
- Establishing strategic customer relationships
- Ability to identify problems and actively resolve with little supervision
- Help establish and monitor personal goals in accordance with the strategic plan and division PD goals

V. BACKGROUND AND SKILLS:

- Bachelor's degree in Business, Marketing or Engineering.
- A minimum of 5 to 7 years experience in aerospace (military, commercial and aftermarket) in a global market place desired.
- Broad Strategic vision and frontline sales focus with ability to meet strategic and tactical goals.
- Must be capable of working autonomously and maintain a regular and flexible travel schedule to meet customer demands.
- Must be a team player and possess strong interpersonal skills to manage VOC between customer and EKD.
- Experience in Government contracts.
- Strong working knowledge of Microsoft Office: Word, Excel, PowerPoint and Microsoft Project.
- Ability to multi task and close projects in a timely manner.

VI. PERSONAL TRAIT PROFILE:

- Strong interpersonal skills to manage customer issues across departmental lines.
- Self starter and have the ability to work independently as well as in a team environment.
- Strong leadership, team building and motivational skills.
- Detail oriented ability to multitask.
- High sense of urgency.
- Persuasive and Competitive.
- Ability to listen and analyze
- Customer focused.

VII. SCOPE AND IMPACT OF POSITION AND RESPONSIBILITIES:

The Sales & Marketing Account Manager is responsible for the tactical and day to day sales decisions and assist the Vice President of Sales & Marketing with the strategic and long term direction for the division. The Sales & Marketing Account Manager is instrumental in developing and maintaining customer relationships and satisfaction. This position will assure focus on PD goals and implementation of action plans to meet plan goals at multiple levels within the organization. The successes and/or failures of this position directly affect the company's ability to secure future programs and the overall growth, which will have impact on associate's morale.

Completed by: Christopher J. Mulvey

Date: January 11, 2008

Next Level Approval _____

Date: _____

HR Approval: _____

Date: _____