

**PRECO Electronics**  
**International Sales Territory Manager**  
**Boise, ID**

**Overview**

PRECO Electronics, the worldwide leader in collision mitigation solutions for heavy-duty industries, is hiring an International Sales Territory Manager with demonstrated experience and success to join our team. This position plays a fundamental role in achieving customer-acquisition and revenue growth objectives of the business. Reporting to the VP of Sales, this position will be part of the team responsible for driving revenue in the international heavy equipment and commercial vehicle markets, including mining, construction, waste, utilities, municipalities, delivery and commercial trucking, among others. The position demands professionalism from a candidate with intimate knowledge of sales processes, from prospecting through negotiation to order closure, and on into account and relationship management. Heavy emphasis will be placed on working with and managing international dealers. The candidate will be comfortable and adept in working with senior level decision-makers as well as with end-users at job-sites. Listening and communication skills required to understand and qualify the clients' needs, and the ability to match these with PRECO's value proposition, are critical. Ease of interfacing with and understanding diverse business and national cultures a must. The candidate will be a highly reliable self-starter, at ease in a cooperative team environment, working closely with most other functional parts of the business. The position will be based in Boise, Idaho, at PRECO's world headquarters, and will require routine international travel.

**Primary Responsibilities:**

- Responsible for business development, revenue generation and account/dealer management for a defined segment of the international heavy equipment and commercial vehicle market
- Develop market segment and account/dealer strategies
- Provide routine sales forecasts; assist in budget creation
- Manage the entire sales process for each opportunity, including research, introduction, qualification, needs analysis, proposal generation, presentation, negotiation, order closure, order and customer satisfaction follow-up, receivables management, and account development
- Source and develop new sales opportunities through research, prospecting, lead follow-up, and targeted telephone and email communications
- Qualify potential customers by understanding their needs, rating their interests and determining purchasing potential and timing
- Research and understand potential customer's organization, key players, needs, opportunities and pain-points
- Qualify, outline and communicate customer requirements internally to generate high-value proposals; professionally present proposals to potential clients
- Train dealer organizations in PRECO value propositions, products and systems.

- Consistently work with, advise and support dealer personnel to close and grow their business
- Coordinate and follow through on dealer requests and needs internally; act as primary liaison for dealer with PRECO
- Assist in margin, expense and profitability management
- Consistently and clearly communicate PRECO's value proposition
- Integrate with Marketing to effectuate plans and campaigns
- Manage accounts and relationships for long-term business development
- Generate sales, trip and after-action reports
- Accurately and timely utilize Salesforce CRM tools
- Provide feedback/input into the sales process, marketing opportunities, and product design and quality
- Close orders, achieve individual and corporate revenue goals

**Other Characteristics:**

- Demonstrated sales experience and success
- Strong verbal and written communication skills; professional presentation ability
- Capable of understanding and communicating technical aspects of the products and customers' needs
- Able to review and dissect contracts, make logical business recommendations internally, negotiate to closure
- Robust interrogatory and listening skills
- Effective people and relationship-management skills
- Self-motivated, responsible and highly energetic
- Exhibits a high degree of professionalism
- Capable of working in a tight team environment
- High integrity and a strong customer service mentality
- Proven reliability and expertise, along with business and interpersonal skills, are crucial for this position
- Routine international travel is required
- Comfortable in communicating and working across diverse cultures
- Proficient with Microsoft Outlook, Word, Excel and Powerpoint
- Experience with Salesforce and an ERP environment a plus

**Education/Experience:**

- Minimum high school diploma or equivalent; college degree a plus

**Compensation**

- Salary and bonus structure DOE

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