



## POSITION DESCRIPTION

**Position Title:** VP SALES, METALS MARKET  
**Department:** METALS  
**Reports To:** EXECUTIVE VP, SALES & MARKETING  
**Date :** 5/8/2008

### Position Summary:

Responsible for expanding equipment sales and profits by recognizing and gaining new business opportunities. Leads a responsive sales and effort to acquire and manage profitable customer orders and help Preco, Inc. exceed customers expectations.

### Primary Responsibilities:

#### Strategic leadership

- Develop forecasts and goals, monitor actual performance, and make adjustments to strategy.
- Analyze and communicate customers needs and competitors positions to guide marketing and product development strategy.
- Build, maintain, and motivate a high quality sales group by selecting, training, and facilitating for closing ability, business acumen, and communication/interpersonal skills.
- Develop and execute marketing plan for the target markets to achieve sales and market share objectives in conjunction with divisional and product line management.
- Develop and direct target market champions to develop and maintain competitor knowledge, participate in industry associations, publish articles in trade magazines, and establish a presence in the market.

#### Manage and prioritize leads

- Set up systems and guidelines to aid sales employees when sorting leads to maximize revenue and profits.
- Oversee the efficient use and improvement of lead management software.
- Develop and utilize sales forecasting tools/indicators.

#### Create quotes

- Ensure proposals/quotations are developed responsively using input from internal teams to gain information and support.
- Work with Division Manager to develop pricing structure for major projects and assists with overall pricing plans.
- Oversee the tracking of open quotes and prospects and use results to set direction.

#### Close and manage orders

- Assist sales employees in preparing for negotiations and closing orders per business goals.
- Oversee the development, review and distribution of accurate and detailed production orders to ensure financial and customer satisfaction goals are met.



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### **Hiring Qualifications:**

- Bachelors degree, preferably in a business or technical area, or equivalent experience.
- MBA helpful.
- Minimum of seven years of successful sales or product line management experience.
- Knowledge and experience in the concepts of systems thinking, customer service, and total quality management.
- Proven ability to set high level strategy and complete initiatives.
- Strong interpersonal, leadership, written communication and computer skills.

### **Physical Demands:**

All Preco, Inc. – Somerset employees are empowered to stop production and notify their supervisor/manager if an unsafe act or product quality concern is occurring. Also, each member of the Preco – Somerset team is responsible for identifying continuous improvement opportunities and participating in problem solving teams as necessary.