



## JOB DESCRIPTION

**Job Title: REGIONAL ACCOUNT MANAGER**

Department: Sales

Date: November 22, 2023

Reports to: Director of Sales & Business Development FLSA Status: Exempt

### **Job Summary:**

The primary purpose of this position is to increase direct sales of products offered by the company for all existing and future customers. Sales region will be concentrated, but not limited to, the Great Lakes Territory.

### **Essential Functions:**

- Direct sales of Traffic Paints and Industrial Coatings for all existing and future customers in the prescribed territory.
- Understand the entire Aexcel product portfolio and make appropriate product recommendations.
- Maintain and develop existing and new customers to optimize service, sales growth, and customer satisfaction.
- Execute sales calls and visits with current and prospective accounts within the prescribed territory and as assigned.
- Manage product/service mix, pricing, and margins according to company policy.
- Integrate individual sales efforts with other organized marketing activities and/or other territories as assigned and where required.
- Respond to and follow up with sales inquiries promptly.
- Monitor and support current market and competitor activities.
- Use the Customer Relationship Management (HubSpot) system to manage assigned customers.
- Technical service & training of the customer's applications, including troubleshooting and product demonstrations, as needed.
- Forecast sales for the prescribed territory.
- Attend industry, trade association(s), and network events
- Report as required by the company.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the skill, knowledge, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.



**Skills / Abilities:**

- Proven experience in a sales and/or account management role
- Excellent interpersonal and customer service skills.
- Excellent communication, negotiation, collaboration, and closing skills.
- Demonstrated knowledge of specification-based selling.
- Proven ability to develop and maintain forecasts.
- Ability to motivate people about Paint Products.
- Strong working knowledge of value-based relationship selling.
- Proficient in Microsoft Office Suite or related software.
- Ability to comply with all safety policies and procedures, regulatory requirements, and company policies.

**Education / Experience:**

- Associate or Bachelor Degree in Marketing, Sales, Business, or related field OR
- At least ten (10) years of related experience required.

**Physical Requirements:**

- Stand, sit, use hands and fingers, reach with arms, talk, hear, and walk.
- Must be able to travel.
- Travel within the general Great Lakes Territory or other assigned area(s) is required at least 50% of the time.
- Occasional travel outside of this territory as assigned and required.
- Occasionally lift and/or move up to 60 pounds.

**Certifications:**

- Valid driver's license and no major driving violations.

**Work Environment:**

While performing the essential functions of this job at Aexcel or in the home office, this individual spends about 50% of their time working in an office setting. This individual is also expected to visit customers at their factories, warehouses, offices, and job sites. This individual may be expected to visit work zone job sites and to be exposed to highway traffic under safe job site practices.

**Work Schedule:**

This position is full-time, Monday through Friday, first shift. Adjustments may be needed for time zone changes, customer schedules, travel, and industry events.

**Supervisory Responsibilities:**

None

**Other Duties:** This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required for this job. Duties, responsibilities, and activities may change, or other duties may be assigned at any time, with or without notice.