



TRUST. WELL EARNED.

Human Resources

Regional Sales Manager Job Description

Job Title: Regional Sales Manager (California sales region)

Location: Turtle Creek, PA - USA

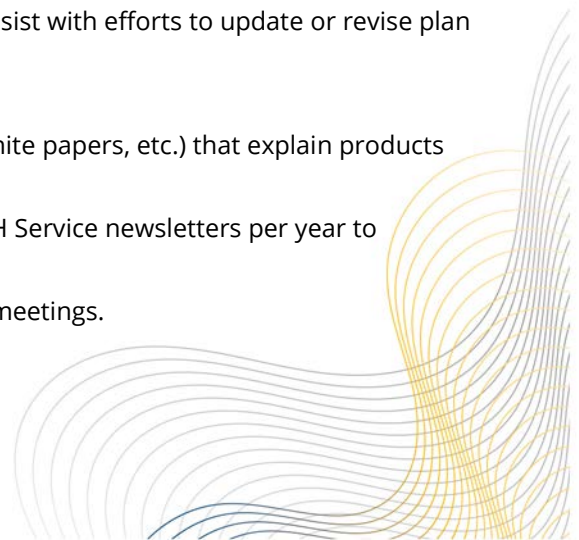
Department: Sales

Role Purpose

This is a sales and business development position. The candidate shall be responsible for securing purchase orders, growing revenue, expanding market share, and developing new opportunities and markets for BRUSH Service.

SECTION 1 – Key Responsibilities

- Maintain territory yield of at least \$5 million in revenue annually, growing this yield year over year, with an understanding that RSM's numbers are reviewed and adjusted periodically. Consistently work to diligently capture all Service activity of the BRUSH and third-party O.E.M. generators located in the territory.
- Contact BRUSH and non-BRUSH customer base to provide information and support for any products or services that are needed. Communicate existing client feedback to management.
- Development of new accounts in order to increase the market share. This includes BRUSH equipment and non-BRUSH equipment. Participate in and document all significant client interaction, using BRUSH's internal CRM system.
- Pursue an aggressive growth trajectory with expansion of revenue and market share and potential entrance into new market areas.
- Understand customer requirements, to promote the sale of company products, help develop new products, and to provide sales support, specifically with the BRUSH Service product line, as well as service capabilities for all power generation services.
- Manage BRUSH CRM database for the territory including update and monitor database to ensure all sales and marketing activities are entered into the system on a timely basis.
- Provide reports, data and information requested by management regarding general and specific marketing and sales efforts, including but not limited to previous sales calls made, future sales calls, opportunities pending for future outage work, tracking and monitoring marketing efforts, and any other details requested using the CRM database system.
- Work with sales and management team to develop and monitor Company marketing plan. This is to include reviewing the Company's existing marketing plan and assist with efforts to update or revise plan as necessary.
- Achieve annual sales target within established budget.
- Prepare and deliver technical presentations (Lunch & Learns, white papers, etc.) that explain products and/or services to customers and prospective customers.
- Assist in the preparation and distribution of three to four BRUSH Service newsletters per year to customer base, as required.
- Assist in organizing customer events, tradeshow, training and meetings.



- Ability to travel up to 70-75% frequency both domestically and internationally.
- Willing to work extra hours when company and customer demands require.
- This job description is not to be regarded as exclusive or exhaustive and employee may be required to undertake various duties as may reasonably be required by the Company.

SECTION 2 – Person Specification

Qualifications or Functional Experience

- Bachelor's Degree from a four-year college or university with related and relevant work experience.
- Valid driver's license.

Knowledge/Skills

Intermediate user that can create and edit files in the following:

- Microsoft Office Suite which includes Excel, Word, PowerPoint and Outlook.
- Microsoft Dynamics CRM Systems or similar system.

Personal Attributes

Applicants must be authorized to work in the US.

BRUSH Service reserves the right, upon a conditional offer of employment, to require the applicant to submit to and receive a negative result for drug and/or alcohol testing. In addition, employees are subject to both annual and random drug and alcohol testing during the course of employment.

It is our commitment at BRUSH USA to create a diverse environment and we are proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

