



Regional Sales Manager - Midwest

Taking on a dynamic role in fast-growing environment, the Regional Sales Manager will be responsible for promoting Laserax's leading technology and products to end users within the assigned territory in order to achieve the company's sales goals. The ideal candidate will be a key player in rapidly achieving maximum sales growth in the United States—all while maintaining profitability.

Company description

Laserax is a laser system manufacturer that provides efficient, innovative and safe solutions for the most demanding industrial applications. We rely on a team of laser technology experts to offer a complete range of products for laser marking and laser cleaning.

Working remotely from a key location close by automotive industry customers in the Midwest region of the US and reporting directly to the Director of Sales, who is located in Quebec, Canada, the Regional Sales Manager will be required to frequently travel and visit customers.

Job responsibilities:

- Use leads and other resources to consistently and efficiently contact people in targeted industries across various prospecting channels (in person, by phone, by email, with social media, etc.) to rapidly grow and maintain the sales pipeline
- Travel to customer locations whenever necessary, sometimes overnight, to promote Laserax's leading technologies, develop relationships and create business opportunities, as well as negotiate and close deals
- Respond promptly and efficiently to customer requests and provide technical consultation and service to help solve their applications using Laserax's products in a variety of industries, selecting and promoting the proper company products/services for their application.
- Clearly identify and communicate all customer needs and specifications to the Application Specialist to prepare quotes
- Ensure that opportunity pipelines are constantly up to date in the company's CRM
- Manage day-to-day activities with little to no managerial supervision and report the progress of all ongoing sales activities on a weekly basis and participate in developing forecasts
- Assist in the implementation of sales and marketing plans by participating in trade shows, technical events, in-house demonstration sales meetings and other sales events
- Contribute to territory's strategic plan
- Develop a thorough understanding of Laserax products and applications through workshops, webinars, and on-the-job training
- Other duties or projects, as assigned



Requirements:

- Four-year degree in related discipline (Engineering preferred)
- 2+ years of experience in a direct sales position for industrial equipment
- Excellent presentation, strong communication, interpersonal and negotiation skills
- Excellent prioritization and organizational skills
- Interest and aptitude to master Laserax's highly technical products.
- Goal-oriented and extremely hard working with a desire to make a measurable contribution to Laserax's success.
- Demonstrated hunter sales profile (growing market share and closing deals)
- Good understanding of customers, market dynamics and requirements in at least one of the following industries: automotive, foundry or industrial lasers
- Able to work independently as well as part of a team in a dynamic and fast-growing business environment
- Willingness to travel 60% of the time, including the possibility of overnight travel.
- Ability to listen and pro-actively react to customer questions and requests.
- Understand and abide by all company policies and procedures: including professional dress code, punctuality, attendance, and sales process policies.
- Valid passport and driver's license, must own a vehicle
- Be based in the Chicago region.

Our corporate values are
Fun - Expertise - Commitment - Creativity

Send your Curriculum
Vitae at
rh@laserax.com.