

JOB DESCRIPTION

JOB TITLE: Regional Sales Manager
DEPARTMENT: AC Drives/HMI
CLASSIFICATION: Salary Exempt
REPORT TO: General Manager

1. Position Summary:

The Regional Sales Manager is responsible for driving sales growth and market share within the assigned regional territories and building relationships with key accounts and channel partners. Key roles include developing and executing sales strategies, achieving sales targets, and contributing market intelligence to support business decisions.

2. Essential Job Functions:

- Plan, implement, evaluate and develop sales and marketing strategy, plans, and activities which are aligned with Fuji Electric America's AC Drives and HMI products for assigned regions;
- Manage the assigned regions and territories consisting of direct customers, sales representatives, and distributors by conducting strategic planning, effective communications, and continuous evaluations;
- Maintain and grow business with existing customers by developing strategies to increase sales volume, ensuring customer satisfaction, and identifying opportunities for upselling and cross-selling;
- Manage and develop sales pipelines in the assigned regions and territories by tracking and optimizing the sales process from lead generation to closing deals;
- Conduct market research to understand customer needs, analyze current market trends and establish regional sales goals;
- Establish and develop sales plans for vertical target markets in assigned territories;
- Produce sales forecasts and progress reports on a monthly and quarterly basis that assess progress toward set sales targets;
- Develop sales force by actively recruiting and training new sales channel partners, providing orientation and sales training programs, directing and evaluating sales representatives' performance and evaluating the needs of distributors;
- Collaborate with the sales and engineering team of the parent company to evaluate customer requests and recommend a winning strategy to secure purchase orders, products, and services for customer needs in the U.S.;
- Analyze sales data to determine strengths and weakness of promotional programs;
- Analyze and follow up on sales leads, working with sales partners, and document the results for the sales lead efforts;
- Conduct sales promotion activities to secure purchase orders; make commercial and technical presentations to customers; engage in regular sales calls and visits to customers to consult on customer needs and maintain/nurture these relationships;
- Travel to customer sites to have face-to-face interactions and meetings with them for building strong relationships, fostering trust, and driving sales;
- Attend trade shows to represent the company, promote products or services, and generate leads;
- Attend various remote and onsite sales meetings to discuss sales objectives, goals, revenue etc.;
- Exercise independent judgment and discretion when representing the company in leading product clarification meetings, negotiating contract terms with customers, closing deals and finalizing product development and sales;
- Proactively resolve customer complaints and issues with products and services;
- Perform other duties as requested, assigned, or directed by the General Manager or Division General Manager.

3. Job Qualifications:

- Bachelor or Associate's Degree in Engineering, Business Administration or a related field from an accredited college or university preferred; or an equivalent combination work experience, training, or education
- 7+ years professional work experience in sales
- Excellent verbal and written communication skills in English
- Exceptional computer skills to operate and create spreadsheets and presentations using software programs used by the company, including Microsoft Word, Excel, and PowerPoint
- Ability to present recommendations in a clear, concise, and timely manner
- Must be able to work and respond to telephone calls/emails, and attend meetings during company business hours of operation and outside of regular business hours when necessary to communicate with employees in other divisions and the company's parent company, which are located in different time zones and regions;
- Flexible and strategic team player
- Compliance with all company policies, sales and financial principles, and laws with infallible integrity and ethical standards
- Possess initiative and persistence to execute and complete projects with minimal direction
- Organizational and time management skills to simultaneously handle multiple projects
- Strong attention to detail and accuracy
- Ability to communicate and work within a team and cross functionally with diverse constituents and stake holders

4. Other Duties as Assigned, Including:

- Domestic business travel, including overnight stays away from home, is required (50-60%)

Updated: 7/7/2025