

**JOB TITLE: Area Sales Manager – California/Nevada/Arizona**

**REPORTS TO: Joe Reams – President**

**SUBORDINATES: N/A**

**LOCATION: Las Vegas, NV (Preferred not Required)**

**COVAL Vacuum Technology Inc.** in Raleigh, NC specializes in the manufacturing and distribution of vacuum components for robotics and general automation. Our product line includes suction cups, vacuum generators, vacuum grippers, vacuum switches, spring compensators, and accessory devices.

The Area Sales Managers (ASMs) mission is to manage their territory and solve customer's vacuum automation needs by offering premium products/solutions, which will allow customers to increase profits and make their working environments safer for their employees and the environment. The ASM will serve an important role in achieving COVAL's overall company goals, which include reaching sales targets and always striving for an automated world where no resources are wasted, and no humans are injured.

The role will support the growth of profitable sales and market share of COVAL products focusing on the development of our channel partners and customers in the West Coast region.

In this role you are required to act accordingly to the COVAL Code of Conduct and know and follow the COVAL values, mission, and routines. This role requires travel to both COVAL and external parties' destinations when applicable.

This position reports to the Regional Sales Manager – Western US and to the President of COVAL. The ASM works closely with the other members of the Western US Team and other departments central to the company.

### **Key responsibilities**

- Developing and implementing territory business plans in support of company goals and objectives.
- Developing and managing sales channels for all industrial COVAL products and accessories in support of territory goals and objectives.
- Documenting and managing sales activity including customer visits, opportunities, and account information through active use of Salesforce CRM and COVAL's Sales Excellence process.
- Conducting regular reviews with distributors and other channel partners in support of regional growth.
- Providing customers and channel partners with technical support for COVAL product lines.
- Working in conjunction with other COVAL divisions and departments to cultivate and manage sales activity within a region.
- Informing/teaching customers and sales channels about new products, application successes, and COVAL's various support tools.
- Participating in joint and direct sales calls based on potential or strategic account value.

- Providing technical training for sales channel partners as well as OEM and end customers through web casts and site visits.
- Participate in COVAL hosted annual distributor/rep meetings, events, and activities.
- Provide on-site customer service and technical support for COVAL products.
- Assist when needed with tradeshow preparation and coverage.
- Provide the Regional Sales Manager with weekly and monthly updates about significant territory activity, opportunities, and issues.
- Work with inside partner(s) to support the region and achieve territory goals and objectives.

### **Skills and abilities**

- Excellent English skills: verbal and written
- Proficiency with Microsoft office: Word, Excel, PowerPoint, SharePoint, etc.
- General understanding of pneumatics and pneumatic systems
- Demonstrates strong leadership skills
- Experience with online webinar and conference tools (Teams, GoToMeeting, etc)
- Experience with Salesforce CRM is a plus
- Experience working with Manufacturers Distributors is a plus
- Experience selling industrial products
- Experience with implementing sales strategies
- Strong organizational skills
- Capable of working independently and comfortable making decisions

### **Preferred competencies**

- Business Development: identifies and seizes commercial opportunities, has a strong positive impact on business growth and profitability
- Initiative & Responsibility: acts on own initiative, makes things happen and accepts responsibility for the results
- Execution: adheres to company rules and procedures; executes plans with commitment and determination; achieves high quality results
- Innovation: produces fresh and imaginative ideas and solutions; breaks away from tradition; promotes change and novelty
- Constructive teamwork: cooperates well with others; shares knowledge, experience and information; supports others in the pursuit of team goals

### **Experience and educational background**

Minimum 3-5 years technical sales experience preferably in a distribution environment.

Travel:

Up to or more than 50%

Work Remotely:

Yes

Job Type:

Permanent, Full-time

**Benefits**

COVAL offers a competitive compensation and benefits plan including:

- Salary and Bonus structure
- Vacation & holiday pay
- Health, Vision & dental insurance coverage
- Retirement savings plan
- Other position related benefits