

Business Development Manager – OEM Sales

Innovative Circuit Technology (ICT) is currently seeking an organized, strategic, self-motivated and energetic individual to execute on the company's plan to create new revenue streams from original equipment manufacturer (OEM) accounts in identified strategic markets. This person must possess a strong drive to succeed, be proactive in identifying and targeting new accounts, must have an aptitude to learn new markets and applications, and must present a professional appearance and demeanor which will reflect positively on ICT and our company image.

Job Description

The Business Development Manager – OEM Sales, reporting to the Director of Sales, will be responsible for identifying key OEM accounts within identified strategic markets and developing these accounts to increase sales, market penetration and positioning of ICT and our products. Identified markets include land mobile radio (LMR), fixed wireless broadband, and radio access network (RAN) equipment manufacturers, along with OEMs in commercial and industrial markets where ICT DC power products or derivatives thereof can be utilized. A successful applicant will identify, target and secure new OEM partners for ICT, determine long-term strategic goals, build and maintain customer relationships, increase sales and negotiate OEM partnerships with key accounts.

Responsibilities

- ▶ Business Development Manager position focused on account development and sales to key OEM customers within identified strategic markets including land mobile radio, wireless broadband, cellular (RAN), transportation and security & surveillance.
- ▶ Increase revenue for the company by researching, identifying and developing new accounts within identified strategic markets.
- ▶ Identify key contacts and decision makers within organizations.
- ▶ Conduct cold-calling campaigns to promote company's products and build an opportunity pipeline.
- ▶ Manage customer relationships through the entire sales cycle: initial contact, account development, promotion of products and services, evaluation of products and product acceptance.
- ▶ Attend industry functions and events, including tradeshow and networking sessions.



- ▶ Remain current on industry trends, product applications, market activities and competitive products.
- ▶ For custom products or solutions, the BDM must work closely as the main liaison between the customer and ICT Engineering to develop a product or solution specific to the customer's application.
- ▶ Provide important market and customer feedback to ICT for product improvements and new product development.
- ▶ Communicate clearly and effectively to internal ICT personnel regarding new and existing sales opportunities, customer feedback and new product requirements.
- ▶ Create quotations and technical proposals for customers.
- ▶ Maintain detailed records of all interactions with customers through Salesforce.com CRM tool.
- ▶ Maintain a sales forecast and accurate opportunity funnel.
- ▶ Visit accounts as necessary to support direct sales efforts.

Requirements

- ▶ A Bachelor of Science or business degree is preferred.
- ▶ Minimum five years' experience in technical B2B sales, with experience in identifying and negotiating with high-level decision makers
- ▶ Must possess sound technical knowledge and the ability to discuss complex technical requirements with customers.
- ▶ Ability to multitask and change priorities to consistently meet and exceed customer expectations.
- ▶ Must take initiative and be proactive in developing new accounts within key markets.
- ▶ A strong drive to succeed is essential to this position.
- ▶ Proficient knowledge of PC applications such as Outlook, Word, Excel and PowerPoint.
- ▶ Excellent written and communication skills.
- ▶ Some travel is required.

ICT is a leading manufacturer of power system products for land mobile radio, fixed wireless broadband and industrial power markets. Our power solutions help improve uptime, reliability and quality of service by providing reliable remotely monitored and controlled power to critical communications equipment. For more information, please see www.ict-power.com.

Interested candidates should send resume and cover letter to:
blair.clements@ictcorporate.com