



Job Description

The North America Sales Representative is responsible for driving sales within identified strategic markets 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) communications. The role will involve reaching out to potential and existing customers to promote and educate on ICT's products and solutions.

Reporting to the Director of Sales & Marketing, this position is located at ICT headquarters in Langley, BC. Working hours are 8:00 a.m. to 4:30 p.m., Monday to Friday.

Responsibilities

- ▶ Meet and exceed assigned sales quotas
- ▶ Target potential customers and assess opportunities for sales
- ▶ Meet regularly with existing customers and prospects in sales territory to understand their evolving business needs and position product solutions to meet customer requirements
- ▶ Present ICT products and solutions to key customers, including system integrators, value-added resellers, dealer-installers and end users
- ▶ Provide regular in-person support to channel partners, including joint sales calls to promote products and educate partners on the selling process
- ▶ Conduct webinars with customers to highlight product offerings
- ▶ Build long-term, productive, and mutually beneficial relationships with existing and new customers
- ▶ Maintain consistent communication and timely follow-up with customers and prospects and be available and responsive to customers' needs
- ▶ Cold call potential customers
- ▶ Attend industry functions and events, including tradeshow and networking sessions
- ▶ Remain current on industry trends, product applications, market activities and competitive products
- ▶ 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
- ▶ Works closely and collaboratively with other sales personnel and departments within the organization, clearly communicating customer requirements
- ▶ Maintain detailed records of all interactions with customers through Salesforce CRM tool
- ▶ Maintain an accurate opportunity funnel
- ▶ Travel regularly to perform job duties as assigned



Requirements

- ▶ Previous territory and sales experience is essential (no exceptions)
- ▶ Technical sales experience is essential
- ▶ Knowledge of power conversion technologies and the ability to discuss complex applications and solutions is essential
- ▶ Experience in telecommunications applications is desired
- ▶ Excellent people skills and the ability to build relationships with people at all levels in an organization
- ▶ Ability to multitask and change priorities to consistently meet and exceed customer expectations
- ▶ Cold-calling skills are essential
- ▶ Asks thoughtful and relevant questions, displays effective listening, demonstrates product value effectively
- ▶ Is tenacious, maintains continuous contact with prospects and clients to establish need(s)
- ▶ Demonstrates effectiveness in linking product features/benefits to client needs
- ▶ Initiates action and follow-ups with customers
- ▶ Establishes pre-call strategies with identified objectives and desired outcomes
- ▶ Conducts post-call analysis and clearly outlines next steps required
- ▶ Demonstrates unquestionable integrity in every aspect of work and dealing with others
- ▶ Consistently models desired behaviors and values established by the company
- ▶ Respects diversity of perspective in discussions and demonstrates an inclusive style
- ▶ A strong drive to succeed is essential to this position
- ▶ Proficient knowledge of PC applications such as Salesforce, Outlook, Word, Excel and PowerPoint.
- ▶ Excellent written and communication skills
- ▶ A moderate degree of travel is required for this position (25 to 50 percent)

Education and Experience

- ▶ A business or technology degree is required
- ▶ Minimum 5 years' experience in outside technical sales and calling directly on customers
- ▶ Knowledge or experience with power conversion products and/or telecommunications is a desired asset