



# JOB DESCRIPTION

Rev: **D**  
Page: **1 of 2**  
Date: **01/30/08**

Date:	September 8, 2009	Revision	1
Position Title:	Regional Sales Manager		
Department:	NA Sales		
Reports to:	Director of Sales, APD		

Location(s) Applicable to:  All  CA  CT  FL  IN  NC  OR  TX

Classification:  Salaried (Exempt)  Weekly (Non-exempt)  Hourly (Non-exempt)  
Category:  Full Time  Part Time  Temporary

## Overview:

Primary responsibility is obtaining increased sales in assigned market segments from assigned group of independent Technical Sales Representatives calling primarily on an established network of independent wholesalers.

## Essential Job Functions & Responsibilities:

1. Select, train, motivate and assess new and existing Technical Sales Representatives.
2. Prepare and comply with annual budgets.
3. Continually evaluate the distributor framework to assure sufficient coverage, and maximum market penetration.
4. Sets sales objectives for Technical Sales Representative and Distributors.
5. Evaluate competitive situations and recommend appropriate tactics.
6. Conduct sales training programs for individuals and groups.
7. Function as key internal contact for assigned Technical Sales Representatives.
8. Travel to territories to develop Technical Sales Representatives and Distributors.
9. Coordinate and implement pricing policies within territories and within regions to maximize profit.
10. Execute nationwide, regional and distributor level product promotion programs.
11. Coordinate planning for major national trade exhibitions as assigned.
12. Responsibility for maintenance of major Project files, and Competitive Data files.
13. Continuing education.

## Nonessential Job Functions:

1. Performs other directly related appropriate duties and assumes accountabilities as apparent or as delegated, including mutually agreed upon objectives.

## Job Specifications/Skills:

1. Successful track record in sales management career.
2. Minimum five years sales experience in the construction industry, preferably tile related.
3. In depth knowledge of construction methods and standards.
4. Membership in Construction Specifications Institute. (CDT, CCPR or CCS desirable)
5. Strong, aggressive personality.
6. Valid driver's license, current automobile insurance and a good driving record.
7. Physical ability to lift and carry up to 50 pounds infrequently.
8. Computer skills: Intermediate to Advanced knowledge of Microsoft Office (Word, Excel, Outlook).
9. Team Cooperation - maintain positive, cooperative, professional attitude with all LATICRETE employees and all customers.



## JOB DESCRIPTION

Rev: **D**  
Page: **2 of 2**  
Date: **01/30/08**

10. High ability and successful track record in personal salesmanship.
11. High ability in leadership and motivation.
12. Exceptional presentation abilities.
13. Strong organizational skills.
14. Creative thinking.
15. Strong written and verbal communication skills.
16. High level of self motivation.
17. High computer literacy.
18. Foreign language ability desirable.

### Minimum Educational Requirements:

1. Bachelor's degree or similar work experience required. MBA preferred.

### Travel:

1. High travel component (50%+).
2. Travel and entertainment expense account provided.

Reply in confidence to Human Resources, at [humanresources@laticrete.com](mailto:humanresources@laticrete.com)

Document Name: Q/Job Descriptions/Regional Sales Manager.doc