



## Job Description

Position Title: Technical Sales Representative	Department: Sales	Date: 10/01/06
Position Reports to: Regional Sales Manager		

### I. Overview:

A LATICRETE Technical Sales Representative is involved with all aspects of LATICRETE's sales tactics to assure company sales goals are achieved in all market segments.

Primary responsibility is obtaining increased sales in an assigned territory by calling on an established network of independent wholesalers, establishing new distribution and some direct sales relationships in assigned market segments. Also responsible for coordinating contractor sales and marketing programs and handling key technical calls and issues.

### II. Responsibilities:

1. Introduce, demonstrate and promote all current and new products.
2. Evaluate, train and motivate new and existing distributor sales personnel.
3. Continually evaluate the territory distributor framework to assure sufficient coverage and efficiency.
4. Maximize market penetration in assigned segments.
5. Sets sales objectives for distributors and their sales force.
6. Evaluate competitive situations and recommend appropriate tactics.
7. Conduct product and system training programs for individual and groups (at both distributor and contractor level.)
8. Implement pricing policies within market segments as directed by Regional Sales Management.
9. Execute distributor-level product promotion programs.
10. Coordination of intelligence gathering with Regional Sales Manager and LATICRETE GOLD KEY Distributors.
11. Maintenance of Project Tracking files and Competitive Date Pricing files.
12. Submit quarterly report summarizing LATICRETE performance and current competitive activity.
13. Update and maintain existing customer and trade reference mailing lists, as required.
14. Complete follow up on inquiries and leads forwarded from Regional Sales Management and report back on outcomes.
15. Investigate, document and report all complaints and claims for service in territory and coordinate same with Technical Service Division.
16. Attend annual National Sales Meeting, and annual trade shows as directed by REGIONAL SALES MANAGEMENT.
17. Accompany distributor sales personnel to head office for technical training sessions on periodic basis.

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18. Other directly related appropriate duties as assigned.

### III. Requirements:

1. Successful track record in technical product sales.
2. Minimum two years sales experience in the construction industry, preferably ceramic tile related.
3. Knowledge of construction methods and standards.
4. Membership in Construction Specifications Institute. (CDT, CCPR, or CCS desirable)
5. Strong, aggressive personality.
6. Four year college degree.
7. Valid driver's license, current insurance and a good driving record.

### IV. Skills:

1. High level of self motivation.
2. High ability and successful track record in personal salesmanship.
3. High ability in overcoming objectives.
4. High motivation skills.
5. Exceptional presentation abilities.
6. Strong organizational skills.
7. Creative thinking.
8. Strong written communication skills.
9. Good computer literacy.

### V. Travel:

1. High travel components (30-50%), within territory.

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