

After-Market Aviation Sales Manager

GENERAL SUMMARY: Achieves maximum sales profitability, growth and account penetration within the commercial airline, military aerospace, and aftermarket repairs markets by effectively selling the Rogerson Aircraft Equipment Group products and services. Personally contact and secures new business accounts/customers.

CORE FUNCTIONS:

- Promotes/sells/secures orders from existing and prospective customers through a relationship-based direct selling approach.
- Develops sales territory to meet sales goals.
- Demonstrates products and services to existing/potential customers and assists them in selecting those best suited for their requirements.
- Reports to and works with management to develop sales strategies, sales proposal and monthly order forecasts.

DETAILS OF FUNCTION:

- Establish, develop and maintain business relationships with distributors, operators, repair houses, and prospective customers to generate new business for the organization's products/services.
- Makes telephone calls and in-person visits and presentations to existing and prospective customers, and maintains customer contact information.
- Researches sources for developing prospective customers and for information to determine their potential. Develop clear and effective written proposals/quotations for current and prospective customers
- Monitors and supports customer satisfaction.
- Coordinates sales effort with marketing, sales management, accounting, logistics and technical service groups. Develops bookings and sales plans.
- Analyzes the territory/market's potential and determines the value of existing and prospective customers.
- Creates and manages a customer value plan for existing customers highlighting profile, share and value opportunities.
- Identifies competitive advantages and compares organization's products/services.
- Plans and organizes personal sales strategy by maximizing the Return on Time Investment for the territory/segment
- Supplies management with timely oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services as well as Expense Reports
- Keeps abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas
- Participates in trade shows and conventions.

EXPERIENCE, EDUCATION AND CRITICAL SKILLS:

- Minimum 10 years of experience selling avionics/aircraft systems serving the aerospace industry.
- Bachelor's degree in Mechanical Engineering.
- Willing to travel 30 percent of the time.
- Writing sales proposals and technical reports.
- Communicate effectively.

REPORTS:

Bookings

Sales Forecast

Visit Plan

Competitive Analysis

REPORTING:

Reports directly to President.