



**SIMSON
MAXWELL**

Title: Power Generation Sales Representative Job Description & Responsibilities

Simson-Maxwell was established in 1941 and is a leading name in the distribution of industrial engines, and the manufacture, sales and service of standby and prime power generator set systems. Simson Maxwell is internationally recognized in the power generation industry for its expertise in the custom design, engineering, sales and service of quality power generation sets and electrical control equipment under the Simmax brand name. See www.simson-maxwell.com for additional information.

Summary

The Power Generation Sales Representative is responsible for selling corporate services or products through the achievement of opportunity-based sales quotas. The Representative will reach his or her business targets through effective management of designated territories and physical visits to customer sites. This individual will also develop ongoing, profitable relationships with customers and continually maintain a professional image of the company. Integrity, passion, and in-person presentational skills are essential for this role.

EFFECTIVE DATE:

TERMS:

- Based in Calgary, Alberta
- Territory: Southern Alberta
- Permanent, Full-Time, Salaried/Commissioned
- Monday - Friday
- Vacation entitlement: In accordance with Simson Maxwell's "Human Resources Policies & Procedures." (Vacation time cannot be taken during probationary period.)

RELATIONSHIPS:

The Power Generation Sales Representative will develop and maintain good business and/or working relationships with the following:

- Customers and prospective customers
- General Manager - Sales
- Other Simson Maxwell Staff

SUPERVISOR: General Manager - Power Generation



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INTERNAL SUPPLIER (S): Branch Parts and Service Dept.
EXTERNAL CUSTOMER(S): Simson Maxwell customers, General public
EXTERNAL SUPPLIER(S): Suppliers, Sub-contractors

Responsibilities

- Outside Sales for Power Generation & Related Products.

Job Duties:

- Conduct a target of 2 face to face meetings per week by physical visits to customer locations.
- Perform professional presentations or demonstrations of company product(s)/service(s) while on-site in conjunction with our Power Generation Marketing representative.
- Penetrate all targeted accounts and radiate sales from within client base.
- Overcome objections of prospective customers.
- Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports.
- Build and foster a network of referrals to create new opportunities for revenue growth.
- Generate and develop new customer accounts to increase revenue, by cold-calling if necessary.
- Ensure follow-up by recording key dates and information with calls-to-action, dates, complete profile information, sources, and so on.
- Pass all leads for Engine or After Sales leads, to the General Manager - Power Generation for follow up.
- Always maintain professionalism, tact, diplomacy, and sensitivity to portray the company in a positive manner.
- Actively manage call schedule to adequately cover assigned territory in a time-efficient manner.
- Use marketing data using applicable sales management software tools to maximize sales efficiency and effectiveness.
- Maintain accurate records; including sales call reports, expense reimbursement forms, billing invoices, and other documentation.
- Conduct information-only presentations, such as seminars, trade show demonstrations, and other efforts.
- Make front-line assessment of market conditions and advise company of findings.
- Build and maintain ongoing awareness of new products and services, competitor activities, and all products that Simson Maxwell offers our customers.



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Job Duties: (continued)

- Update customer management log weekly with any and all pertinent information.
- Adhere to Simson Maxwell's Sales Procedure & Code of Ethics Guidelines.
- Ability to perform job duties in a timely and efficient manor.
- Evaluation of new leads and sales generated from field activities.

Training & Development

- Take part in training required and suggested
- Participate in in-house orientation and training

Reporting

- Keep weekly call reports up to date

CUSTOMER SERVICE

Potential Customers

- Ensure all inquiries from potential customers are satisfied
- Follow up on requests
- Develop a marketing plan to target potential application markets

FINANCIAL PERFORMANCE

Revenue Growth

- Promotional activities related to increasing revenues
- Maintain information on engine sales target market
- Reach revenue growth targets developed in conjunction with Manager

Gross Margin

- Ensure quotes are accurately costed for accounting purposes
- Reach revenue margin targets developed in conjunction with Sales Manager

Budgeting

- Work with the Management Team to provide an annual budget for the department, including sales, expenses & promotional funds needed.