



POSITION PROFILE

POSITION TITLE:	Regional Sales Executive (All Regions)
DEPARTMENT – TEAM:	Sales
REPORTS TO:	EVP, Sales & Marketing
LAST UPDATED:	January 2012

ABOUT THE COMPANY:

BSM provides hardware and software solutions that enable real-time, web-based solutions for tracking mobile and fixed assets. Our solutions help companies improve customer service, reduce costs, improve efficiency, enhance security and maintain compliance with safety, workplace and environmental regulations. As an end-to end solutions provider we control the technology throughout every deployment, which allows us to develop customized solutions that are reliable and secure. Our customers deploy our products to manage large fleets of trucks and other mobile assets, supply diagnostics, monitor fixed assets and enable automated vehicle security

POSITION OVERVIEW:

The Regional Sales Executive is to achieve assigned sales objectives in a specific geographic territory by developing new customer accounts, recruiting and managing BSM business partners and ensuring on-going customer satisfaction through good service and follow-up.

KEY RESPONSIBILITIES:

- Calls on existing and potential clients to identify their current or prospective needs and provides information about the company products/services; including demonstrations, quotations, proposals, etc.
- Recruits, supports and manages BSM partners to contribute to regional business attainment.
- Increases share of vertical markets by leveraging assigned account's relationships to identify and obtain references and introductions to similar businesses;
- Maintains thorough knowledge of the company's products/services; sales objectives and strategies, policies and procedures to be able to respond to customer requests
- Evaluates assigned account's needs and interests for customized solutions and engages Business Analyst on new software/hardware development requests
- Pursues special projects such as competitive investigations, vertical market studies on new products, to assist in the development of product road map
- Participates in developing strategies, forecasts and establishing sales targets
- Actively uses Salesforce to track leads, opportunities, and to support forecasting
- Performing other related duties as required.

EXPERIENCE / SKILLS / EDUCATION:

Experience:

- Software Sales Experience, preferably in the Telematics industry
- Technology Domain Experience
- Understanding of GPS and GIS procedures an asset
- Demonstrated ability to close complex and large sales

- Ability to work independently with minimal day to day direction
- Self motivated with a drive to learn
- Demonstrated ability to generate leads through 'cold calling'.
- Experience in managing a territory and serving new and existing customers in the region
- Must own a vehicle; in good condition.
- Must have a valid drivers license
- Flexible Schedule

Skills:

- Excellent communication skills, Bilingual French and English
- Ability to quickly learn the company's products/services
- Experience with wireless products markets, ASP service models is desirable.
- Proficient in using computers and telecommunications equipment.

Education:

- Degree in Business or Marketing