



Position Description

Southern Regional Sales Manager

Reporting Relationships

Position Reports to: President/Chief Executive Officer

Positions Supervised: None

Position Summary

Is responsible for overseeing the sales efforts in the states of Oklahoma, Texas, Arkansas, and Louisiana, but is able to generate new customers anywhere with prior approval (to avoid duplication). Is responsible for customer service communications (including QA matters, change in lead times, change in pricing, On Hold Policy, etc.) and the generation of new jobs from existing and new customers. This position is responsible for generating RFQ's but has limited pricing authority. Must be willing and able to travel as needed on short notice to just about anywhere in the assigned region. Must be willing and able to attend and/or work trade shows as deemed necessary. Must represent Farrar Corporation in accordance with the Farrar Core Values. Ideally should be located in the Dallas/Ft. Worth area.

Must enforce and operate in compliance within the Company's core values.

The person in this position must be able to communicate well with personnel in all areas of the Company including marketing and production control, quality assurance, human resources, engineering and maintenance as well as customers and vendors. It is also very important that good relationships are developed and maintained with all current and future customers.

Quantitative Objectives – (2020 fiscal year)

- At least 20 RFQ's (that are quoted) per quarter
- At least 3 "Gets" per quarter
- Call on all existing and potential customers with 0% - 50% growth potential 1 – 2 times annually
- Call on all existing and potential customers with 50% - 100% growth potential 2 – 3 times per year
- Call on all existing and potential customers with more than 100% growth potential 3 – 4 times per year
- Weekly: Turn in a weekly written Activities Report including all activities that are sales related.
- Monthly: Report on all "Lost Quotes/Jobs" including the reason for the loss
- Monthly: Expense Report turned in at the end of the month
- Annually: Rank all current and active potential customers according to potential for growth as well as estimated sales to each customer by month.

2 Level Approval: by CEO

- Expenses over monthly expense allowance (\$2,500)
- Any deviation from published company policies
- Monthly expense report

Primary Responsibilities

- Must turn in a weekly call report and a monthly expense report
- Evaluate customers and markets for both future potential and profitability
- Document and keep records concerning get rates, quotes processed, turnaround times, volume, reasons for not getting jobs, source of RFQ's, customer communications, etc.
- Develop and maintain good customer relationships
- Assist in the collection of past due invoices
- Call on all customers on a regular basis. Be aware of any changes at the customer (new product development, product obsolescence, future plans, changes in ownership or management, etc.)
- Generate new work from current and new customers
- Develop and maintain good channels of communications with customers.
- Respond to inquiries and customer complaints or QA issues within 24 hours
- Is responsible for gathering and providing all necessary information required to generate a quote. This should be provided at the time of the RFQ.

Education and Position Qualifications (minimum)

- BS degree
- Engineering background
- Demonstrated success in selling to O.E.M. customers
- 5 or more years' experience in sales
- Individual must possess and embrace the Company's Core Values:
 - Integrity: honest and truthful and always do what you say you're going to do
 - Stewardship: maximize resources for the good of today and tomorrow
 - Continuous Improvement: raise the bar every year
 - Teamwork: in all areas
 - Commitment:
- Located in the Oklahoma City or Dallas/Ft. Worth Texas area

Compensation and Benefits

- **Base Salary: \$60,000/year**
- **Sales Commission:**
 - **New Work: 3.0% of sales for any new job acquired from new or existing customers after date of hire for 3 years from the date of the first production invoice. Commission drops to 1% at the beginning of the 4th year.**
 - **Existing Work: 1.0% of sales for all existing sales to customers within the assigned region.**
 - **Commissions are paid the month following the receipt of payment by the Company.**
- \$2,500/month travel allowance (must be approved). Company will reimburse use of personally owned vehicle according to IRS mileage allowances.
- Company match 401(k) plan
- Standard Holidays, group health insurance
- Start with additional 40 hours to Company's standard PTO Policy.