

BOGEN[®]

COMMUNICATIONS, INC.

E M P L O Y M E N T O P P O R T U N I T I E S

REGIONAL SALES MANAGER

(New England/Upstate NY/Eastern Canada)

Bogen Communications, Inc., develops, manufactures, and markets telecommunications peripherals and sound processing equipment. Bogen sells products to commercial, industrial, professional, and institutional customers worldwide, and was founded over 80 years ago. Please visit our website at: www.bogen.com

Overview of Position:

The Regional Sales Manager (RSM) is required to meet or exceed company goals for profitable revenue growth within the RSM's assigned territories. (New England, Upstate New York, Eastern Canada).

Job Summary:

Consistency with product and strategic goals, effectively manage assigned territory, and expand distribution capabilities through recruiting and other distribution functions of sales in assigned territory.

Essential Position Functions (not a complete list):

Increases sales in assigned territory that is consistent with product and strategic goals, which includes:

- Prospecting for qualifying and recruiting distribution
- Working with all Sales distribution to enhance sales through differentiation strategies
- Developing and strengthening relationships with distributors
- Schedule in person meetings with contacts and continued/regular communication and visits with current and potential sources of distribution
- Utilize company reports to develop strategy to determine initiatives to meet sales goals
- Utilize product specialists to enhance and support sales growth within assigned territories
- Maintain an in-depth knowledge on products, home office processes, and sales strategies
- Build persuasive ideas for delivering our value proposition
- Provide field "intelligence" and competition materials to the company
- Effectively manage assigned territory, including: utilizing home office support, design specialists & marketing
- Utilize Sales Force daily for basic territory management and contact management reporting
- Work collaboratively with RSMs, CS, and internal sales support.
- Plan strategically for trips and partners with distribution for joint sales calls
- Manage company assets and travel/office expenses

Essential Position Requirements:

- Six to ten years' experience in sales, marketing, or related field preferred. Business Degree preferred.
- Knowledge of Commercial Audio, Educational and Pro-Sound, IP (A MUST).
- Professional oral and written communication skills required.
- Decision-making ability and analytical thinking skills required.
- Word processing and spreadsheet software proficiency required.
- Experience in public speaking.
- Talent required in focus, values, discipline, enterpriser, competition, persuasion, customer relationship, empathy and positivity.

(cont'd)

Personal Profile

Personality: Self-driven, results-oriented with a positive outlook. A clear focus on high quality service, and significant business acumen. A natural forward planner who critically assesses own performance. Mature, credible, and comfortable in dealing with teams of all levels. Reliable and determined. Able to instill confidence and trust. Empathic communicator, able to see things from the other person's point of view. Well presented and businesslike. Responsibility and accountability. Able to get along with others and be a team-player.

Personal Situation: Valid Drivers' License. Able to commute reliably to office base, clients, and vendors. Overnight travel and the ability to work extended hours is required.

Specific Position Skills: Must have a solid understanding of the Education, Performance Audio, Health Care, and Corrections markets; including trends, technologies, products, and players. With the required skills necessary work with and teach sales people.

Computer Skills: Must be adept in use of MS Office 2000 or later, particularly Excel and Word, and Internet and email. Must be adept in use of technology and analysis tools, CRM databases.

Management Abilities: People-management skills, experience and natural ability. Managing your time effectively; book travel arrangements. Be responsible for finding the most efficient and effective method to cover your territory in order to complete the above tasks at the highest frequency while keeping expenses in allowable limits.

Effectively manage dealers, national and regional distributors, end-users, etc to maintain their ultimate satisfaction with Bogen and its family of products.

Work Environment: Frequent travel across the country, the environment can vary from offices to manufacturing facilities. A majority of your time traveling alone throughout your territory. Your schedule is determined by your customer's needs and efficient planning of your time. There will be hotel nights, long drives, dining alone, or entertaining valued customers. Many customer visits will result in being outside in all kinds of weather, after hour visits, and physically gaining access to all types or areas that need to be surveyed.

Physical Demands: Must be able lift 50 lbs unassisted. Occasionally climb ladders, man scaffolding/lifts, crawl into tight spaces, survey large sights in all kinds of weather, carry and set-up heavy equipment/tools, as well as stand up for long periods of time at shows/presentations.

Supervisory and Management Responsibility: No direct reports.

NOTE: This description excludes non-essential and marginal functions of the position that are incidental to the performance of the fundamental job duties. Furthermore, the specific examples in each section are not intended to be all-inclusive. Rather, they represent the typical elements and criteria considered necessary to perform the job successfully. Other job-related duties may be assigned by the team member's supervisor. Furthermore, this description is subject to change, at the sole discretion of the Company, and in no way creates an employment contract, implied or otherwise; each team member remains, at all times, an "at will" team member.

Position Title:..... Regional Sales Manager

Travel:..... Domestic and/or International travel required.

Compensation:..... Competitive starting salary & generous benefits.

Only candidates of interest will be contacted. Thank you for your interest.
Please email your resume with salary requirements to:
estoffer@bogen.com

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COMMUNICATIONS, INC.
New Jersey • Tennessee • Florida
www.bogen.com