

Position Title:	<i>Regional Sales Manager</i>	Department & Cost Center:	Sales
FLSA Status:	Non-Exempt OR Exempt (Circle One)	Supervisor:	Vice President of Sales, U.S.A
Grade Level: (HR Use Only)	N18	Date Approved by HR:	2/10

Position Overview:

This position is the leader of a selling Team comprised of Territory Representatives and Specialists. This leader is accountable for achieving the Regional sales and profitability goals. This role provides direction and leadership to the field Regional Staff while responsible for the customer satisfaction and market share within the Regional geography.

Essential Duties and Responsibilities:

- 1) Provides quality leadership for Laerdal's internal and external customers in all assigned tasks, while upholding Laerdal Values at all times: inclusive of constructive problem solving, facilitating creative improvements, and inspiring others.
- 2) Achieves the Region's revenue and profitability quotas for Laerdal products as they are sold into all customer segments within Region. Establishes an environment and foundation for future sales growth. Sells and teaches others how to sell value and solutions to Laerdal's customers.
- 3) Directs the selling activities within the Region, inclusive of resource deployment and customer interactions. Prioritizes effectively and in accordance with corporate objectives.
- 4) Efficiently manages the region's Hospital , Professional Education, EMS, Government and distribution relationships. Works in conjunction with the Corporate and Government Accounts team and CPR Anytime Program team to ensure attention and growth in the key account segments and CPR Anytime products.
- 5) Leads the Sales Territory Representatives and Specialists, inclusive of managing performance, coaching, mentoring, hiring and career development.
- 6) Responsible for the Region's forecasting and sales tracking.
- 7) Sets the vision for the Region and develops and adheres to a business plan to attain this vision.
- 8) Evaluate market trends and gather competitive information, identify trends that effect current and future growth of regional sales and profitability. Disseminate information to regional sales representatives, corporate marketing and sales operations.
- 9) Special projects as assigned.

Responsibility and Decision Making Authority:

- Empowered to make decisions within the Region and on behalf of the Region, and authority to make cross functional decisions in partnership with peers of other functions.

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.

Management/Supervisory Responsibilities:

- All categories of Territory Representatives, BDM's, Educational Specialists with a dotted line to Field Service Engineers and Inside Sales Representatives'

Qualifications/Competencies/Position Requirements:

Knowledge, Skills, and Abilities:

- Proven leadership skills.
- Supervisory or management experience, preferably of a sales staff.
- Working knowledge of healthcare, EMS and medical education market segments within an assigned sales territory.
- Demonstrated record of achievement in a prior sales position.
- Strong closing skills. Prior attendance at formal sales training courses a plus.
- Proven oral, written, telephone and presentation skills. Strong interpersonal skills.
- Ability to learn and retain product specific information and utilize to position the features and benefits to customers.
- Knowledge of anatomy and physiology of cardiovascular system a plus.
- Computer literate with knowledge of all Microsoft Office Applications especially Excel.

Education and Experience:

- Bachelor's degree in life sciences or business (preferred) and three years sales management experience with medical disposable or capital equipment; OR, Associates Degree in above mention fields of study supported by 5 years of sales experience.

Working Hours:

- Hours may vary and will require evening and weekend work depending on business needs and will require working overtime

Working Environment:

- Work usually performed in an office setting or customer setting

Tools and Equipment Used:

- Personal computer, e-mail, copier, fax, phone, and other standard office equipment

Travel:

- Ability to travel as required by role (up to 75% of the time).

Physical Demands:

- Ability to lift and carry 90 pounds on a regular basis (demonstration samples).
- Digital dexterity and hand/eye coordination in operation of office equipment
- Ability to speak to and hear customers and/or employees via phone and in person
- Body motor skills sufficient to enable incumbent to move from one office location to another