



Job Description

Job Title: Sales Manager – Eurasia, Africa, and Australia

Reports To: Vice President – Sales, Marlen USA

Location: Nieuwpoort, Belgium

Summary: The position proactively supports and enhances the sales activities for Marlen’s line of food processing equipment by supporting the field sales staff and agents with technical know-how and customer solution development. This position provides technical and application support and know-how to the field sales team and agent network from lead generation to order and ensures customer-oriented and technically feasible solutions are quoted. The position will also occasionally be involved in technical trouble shooting either internally or in the field.

Time Utilization: This position requires extensive travel-mostly for technical and commercial support in the field with sales and agents and occasional trade shows. Schedule needs to be flexible to accommodate trade show and customer schedules.

Essential Duties and Responsibilities include the following (other duties may be assigned):

1. Drive to meet or exceed revenue and margin targets for Marlen in the assigned regions.
2. Work closely with Sales Management and the field sales team directly to lead the sales efforts for the Marlen product line in the assigned regions as the subject matter expert.
3. Travel with field sales and agents to visit Marlen customers and prospects.
4. Work with sales to develop existing agents or qualify new agents where we have weak representation or are not represented.



5. Collaborate with the Marlen USA team to review opportunities to clarify and document technical details prior to commencement of the quotation process.
6. Coordinate and deliver the necessary training of the sales team and agents to support and enhance the sales process for optimal efficiency.
7. Research non-standard application requests in close coordination with Engineering.
8. Assist in coordinating customer demonstrations in-house.
9. Attend internal sales meetings and training sessions as required.
10. Travel to occasional trade shows to support the sales team as well as stay informed of customer expectations and market developments.
11. Identify current competitive solutions and disseminate information internally as appropriate.
12. Work with Marketing to develop promotions, sales incentives and advertising campaigns as necessary.
13. Communicate clearly and factually with Company senior management team regarding opportunities and threats concerning the product portfolio.
14. Monitoring of market situation for the product portfolio and provides feedback/ideas to sales management and engineering for new product developments.
15. Provide technical expertise and troubleshooting assistance for the Customer Service department to resolve customer issues and opportunities.
16. Utilize Salesforce.com to document opportunities, improve contact management, and provide a sales forecast.
17. Maintain confidentiality of critical or competitive information.



4780 NW 41st Street, Ste. 100 913.888.3333 TEL
Riverside, MO 64150 913.888.6440 FAX

www.marlen.com

Qualifications:

This position demands in individual who is ambitious and with excellent communication skills, is organized and able to juggle many activities at the same time. The individual is analytically and strategically thinking, possesses problem solving skills, has a positive attitude and ability to work in a team.