

**Job Title:** Sales Engineer (Mid-Atlantic Region)  
**Department:** Sales  
**Location(s):** Mid-Atlantic Region (NJ, LI, PA, OH, IL, KY, IN, WA, VA, DE)

**Position Summary:**

The Regional Sales Manager (RSM) is a hunter, business developer, territory owner, rep driver, and closer. Farmers need not apply. The RSM leads company growth, and develops and executes strategic plans that result in the successful sales of custom power conversion products and develops and maintains relationships with key players at strategic accounts.

The RSM also develops and builds senior-level client relationships, leads strategic sales initiatives, forecasts revenue and initiates new business growth. The RSM will ideally be located within their assigned region and work out of a home office and travel on the order of approximately 50%-75%.

An RSM is the “face” of AstrodyneTDI to the customer. The RSM represents the Company fully to the customer. It is a relationship based on trust and ethical behavior and must be viewed in this fashion by both parties.

Target candidates would be someone who has a technical background and has progressed in a technical track, perhaps as a Field Sales/Service Engineer (FSE) or Field Application Engineer (FAE) but realized that they are engaged and energized when dealing directly with Customers and prospects and have moved, or are looking to move, into a more Sales-oriented role. If you are that technical person who possesses superb interpersonal skills, is comfortable dealing directly with people, and helping them solve their power-related issues. (This paragraph refers to a younger person with no sales experience. Not sure this still fits, we should discuss first)

**Job Responsibilities:**

Develops a business plan for the penetration of accounts and the growth of sales of the Company’s products to customers in the assigned territory, specific to the market strategy developed by the management team..

- The main focus of this position is design wins with new and existing customers, insuring that ATDI continues growth thru new program acquisition.
- Acquires, manages and motivates Independent Manufacturer Representatives within the assigned territory.
- Establishes and builds professional relationships with Key Accounts.
- Prepares, recommends and negotiates pricing, terms and conditions for quotations (RFQ's) blanket agreements and contracts for management approval.
- In conjunction with Marketing and Engineering teams, creates effective proposals and RFP/RFQ responses that identify prospects’ needs and requirements and outline our solution and value proposition.
- Proactively manages and maintains a high level of customer satisfaction within existing account base.
- Drives on-going, proactive qualification, management and progression of sales leads and prospects.
- Coordinates the resolution of customer concerns, complaints and corrective actions.
- Provides local training and technical applications support to representatives and customer base.
- Attends trade shows and other market/industry events and possibly acquires speaking engagements.

**Supervisor Responsibilities:**

- Manages, directs and reviews Manufacturers representatives within the territory.

- Possesses the ability to influence and drive other internal organizations, that are not direct reports, to achieve solutions for customers and drive revenue growth.
- Demonstrates a consultative approach and ability to make recommendations to Company prospects with solutions that can meet their requirements.
- Must have capability to refine existing information and further develop and qualify leads/opportunities through referrals, networks, trade shows, web resources, and other methods to enhance the opportunity pipeline.

**Qualifications:**

Bachelor's Degree is required; Technical/Engineering degree preferred, but not required. Experience in prior Power Supply industry or EMI Filter experience preferred (on the order of 0-4 years would be expected), however tenacity, skill, and a Customer-focus is most important.

The RSM role serves as a critical link between Astrodyne TDI and current and potential customers. To be successful, the RSM must be a Coach and Leader capable of demonstrating effective Leadership and Sales skills and abilities, and must possess and utilize highly-advanced communications skills with tact and diplomacy.

The RSM must be able to travel to customers, prospects, and to manufacturer's reps in order to drive additional new business.

**Due to Military affiliations, we are unable to sponsor candidates who require a Visa. Candidates MUST be a US Citizen or a Permanent Resident/Green Card Holder.**

Astrodyne TDI provides equal employment opportunities to all employees and applicants. Our culture is one that provides opportunities for employee involvement, growth, and development. Astrodyne TDI offers competitive salary, paid time off, robust healthcare benefits, and 401(k).

To Apply: Please email your resume and cover letter to [Lindsay.finnigan@astrodynetdi.com](mailto:Lindsay.finnigan@astrodynetdi.com) or [Kelsey.connell@astrodynetdi.com](mailto:Kelsey.connell@astrodynetdi.com)