

**Job Title:** Regional Sales Manager (RSM)- Central/West Europe  
**Department:** Sales  
**Location:** Based in Germany or the Netherlands  
**Responsibility:** Region within Europe, not all of Europe

**Position Summary:**

Astrodyne TDI is looking for a Regional Sales Manager (RSM) in Germany and the Netherlands as part of our ambitious expansion plans in Europe. The RSM is responsible for success in the territory, expressed in terms of increased customer engagement and effective sales of custom power conversion products.

The RSM will own the GTM strategy for the region, work closely with our partners and maintain relationships with key players at strategic accounts. The RSM also leads strategic sales initiatives, forecasts revenue and initiates new business development. An RSM is the “face” of AstrodyneTDI to the customer, has the authority to negotiate on behalf of the Company, and represents the Company’s interests.

The RSM will ideally be located within their assigned region and work out of a home office. Travel is expected to average 60% within territory on a weekly basis, plus around 10% out of region within or outside of Europe, as the need arises.

**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.

- \* Implement defined strategies and tactics to achieve budgeted sales and targeted new account acquisition quota.
- \* Acquires, manages and motivates distribution partners and/or 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.
- \* Works closely with the FAE assigned to the region and 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.
- \* Maintains the Salesforce.com database of opportunities and contacts

**Supervisory Responsibilities:**

- \* 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.

**Education & Experience:**

Electronic or Electrical Engineering degree preferred along with prior Power Supply industry or EMI Filter sales experience. A minimum of 5 to 10 years of experience in the territory with an established network of contacts in the Industrial, Medical, Military, Aerospace, and Semiconductor markets. 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 extensively to customers, prospects, and to manufacturer's reps in order to drive additional new business. An aggressive, take-charge personality combined with professionalism and sales "know-how" will define the successful RSM!

The successful candidate should be able to communicate effectively in English and German. French desirable.

**Features & Benefits**

Join Astrodyne TDI, a successful and fast-growing company, and become a key contributor to our strategic expansion in Europe. Astrodyne TDI offers a competitive salary and sales incentive plan.

Our culture is one that provides opportunities for employee involvement, growth, and development. Astrodyne TDI provides equal employment opportunities to all employees and applicants.

To Apply: send cover letter and resume to: [lindsay.Varnum@astrodyneTDI.com](mailto:lindsay.Varnum@astrodyneTDI.com)