



*WESTERN MARINE ELECTRONICS*

## Job Description

Mechanical Division Sales Representative

### Overview:

Wesmar is a dynamic growing company serving the marine industry worldwide. Wesmar are the leaders in the design & manufacture of bow thrusters, roll stabilizers, hydraulic systems and sonar used by commercial and private boat owners.

We offer an entrepreneurial environment that is team focused, customer driven, quality focused and growth oriented.

Wesmar is seeking proven high performance regional/territory sales managers to drive growth for Wesmar's mechanical division selling stabilizers, bow thrusters and hydraulics.

### Primary Responsibilities:

- Drive stabilizer, bow thruster and hydraulic sales to boat manufacturers, boat yards, private boat owners and commercial fleet owners by demonstrating advantages & benefits of all products to prospective clients
- Develop and manage dealer network in region including hiring, training, establishing targets and motivating sales.
- Develop and present proposals for key customers, maintain current customers and add new customers. Develop and manage customer funnel.

### Qualifications:

- Demonstrated technical skills & experience to demonstrate and effectively sell mechanical division products.
- Self starter with ability to manage time, make assigned calls, cold call and prospect potential customers. Able to work with minimal supervision.
- 2-5 years proven success as territory sales rep., exceeding targets in either a direct sales or dealer sales environment.
- 2-5 years experience in the marine industry.
- Good communication skills with peers, factory and customers.

- Demonstrated ability to effectively work with varied customers from yacht owners to system installers.

#### Experience and Training:

- Bachelors degree desired.
- Computer skills desirable.
- Equivalent experience can be attained through on the job experience and a combination of classes or military or related training.

This Job Description is designed as a guide to job duties only and in no way should be considered an employment agreement or contract. Tasks and responsibilities listed here may be changed from time-to-time as business activity demands.