



**WESTERN MARINE ELECTRONICS**

## **Job Description**

### **Electronics Division Sales Representative**

#### **Overview:**

Wesmar is a dynamic growing company serving the marine industry worldwide. Wesmar is the world leader in the design & manufacture of sonar, bow thrusters, roll stabilizers, and hydraulic systems 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 International Sales Manager to drive growth for Wesmar's electronics division selling high tech sonar products to commercial fishing fleets, boat owners, and dealers worldwide for fish detection as well as navigation.

#### **Primary Responsibilities:**

- Drive sonar sales to commercial and charter fishing boats, commercial fleet owners, boat yards and private boat 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:**

- Ability to understand, demonstrate and effectively sell high tech electronics products, including educating end user on marine installation and operation. Capability of being a hands on, technical expert without losing control of the sale.
- Self starter with ability to manage time, make assigned calls, cold call and prospect potential customers. Able to work with minimal supervision.
- Ability to travel up to 30%. Multi-lingual a plus.
- Good communication skills with peers, factory and customers.

- Demonstrated ability to effectively work with varied customers from boat 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.