



Careers at EMSEAL—West Regional Manager

***Territory includes: So. California / Arizona / New Mexico / Colorado / Utah
Nevada (Las Vegas area) / West Texas (El Paso area)***

A Regional Manager at EMSEAL is a highly-organized, self-directed, multi-faceted, outside sales person engaged in all of the activities that “outside sales” implies. Regional Managers at EMSEAL are the principle “rain makers” charged with closing deals, increasing throughput (sales), expanding our customer base, ensuring customer satisfaction, and above all closing sales while safeguarding margins and controlling expenses in the pursuit of profitability.

Regional Managers are “road warriors” who spend at least three days a week nearly promoting, selling, presenting, attending trade shows, managing reps and distributors, and working jobsites, with the goal of securing “basis-of-design” specifications for the EMSEAL product line, ensuring jobs are bid by EMSEAL friendly contractors, orders are closed, bills are paid, and that products are installed properly.

To succeed, a Regional Manager must be goal driven, competent in presentation, sales management, motivation, deal making, negotiation, customer service, and asking for the order. These tasks, coupled to a strident work ethic and a complete understanding in theory and practical installation of the entire EMSEAL product line and its relationship to other building materials and methods, can result in an enormously rewarding and successful career.

Regional Managers are motivated by “the hunt”. They thrive at the edge of discomfort meaning they like being “on their toes”, or “on the edge of their seats” with all of their senses tuned to the information of an interaction and the context in which it is being delivered. Regional Managers like to be challenged and to meet challenges the first time around or will retool themselves to meet them the next time. Regional Managers like to win.

Effective Regional Managers achieve success through securing the respect of their marketplaces. This is earned through demonstrating consistency in meeting expectations, delivering on promises, and following through as evidence of their inherent integrity. They do this while maintaining a balance between assertiveness and humility. The duties and responsibilities, among others that may be required or assigned from time to time, require that the Regional Manager:

- 1) Promote and sell** EMSEAL’s full line of structural expansion joint & pre-compressed sealant products throughout a multi-state and province or country region using the following methods:
 - a. Use Dodge/ConstructConnect and Salesforce.com as weekly call planning and follow-up tool to ensure that:
 - i. No opportunities fall through the cracks
 - ii. Probability is steadily improved through close or dead
 - iii. Relationships, decisions, next actions are documented so others can cover if needed during vacation, illness, etc.
 - iv. Conduct small group, large group, and one-on-one presentations in firms of architects, engineers, distributors and construction contracting firms
 - b. Deliver a minimum of 45 box lunch seminars per year at architect and engineering firms targeted through Dodge/ConstructConnect as having a major project awarded or a strong backlog of EMSEAL-suitable projects



- i. Use Dodge/ConstructConnect, mapping software, Salesforce.com and other systems as appropriate to schedule the most efficient sales days and trips possible by batching calls geographically so as to minimize travel time between calls
- c. Practice the "ideal EMSEAL Regional sales week".
 - i. Monday in office confirming upcoming weeks plans, using Dodge/ConstructConnect to send out bidding leads, using Dodge/ConstructConnect to schedule future box lunches, reaching out to distributors, level-setting with Inside Tech
 - ii. Tuesday-Thursday on the road. With adjustments for things as they come up, practice the "Ideal EMSEAL Regional Sales Day Guideline"
 - Early morning Distributor or Contractor call
 - Mid morning small group or one-on-one specification call
 - Noon box lunch
 - Mid afternoon small group or one-on-one specification call
 - Late afternoon contractor or general contractor call
 - Evening rep dinner
- d. Embrace, study and learn product capabilities, limitations and relationships to broader construction materials, methods, and processes.
 - i. Use this knowledge to sell in contexts beyond just our products
 - ii. Use this knowledge to sell fear
 - iii. Use the above as basis from which to close the sale at our price with no apologies
- e. Embrace, adopt, and enable Inside Tech's role in quarterbacking all market support
 - i. Quoting
 - ii. Pipeline Management
 - iii. Customer Support
 - iv. Tech Support
- f. Master, adopt and implement unambiguous communication and sale closing strategy
 - i. No exclusives—to distributors or contractors
 - j. Qualified warranties
 - k. Say 'No' when movement calcs or other parameters don't work
 - l. Expand channels to suit growing product line
- g. Train and manage sales performance of Independent Manufacturers Reps
 - i. Delegate to reps and demand performance
 - 1. "I need you to make an EMSEAL specific visit to...:
 - 2. this jobsite
 - 3. this architect
 - 4. this distributor
 - ii. Review with rep their sales numbers by customer monthly
- h. Travel frequently and regularly (average 3 days per week throughout the year) travel by car and airplane to fulfill responsibilities in maintaining a sales presence in all states within the region;



The physical demand of the sales/presentation aspect of the job entails the ability to travel by car, train or plane, sitting for many hours at a time; the ability to drag, lift, reposition, place into an overhead storage compartment and otherwise manage a 30 pound travel suitcase and a 10-15 pound briefcase and a 35 pound sample case; the ability to lift the sample case in whole or its contents in parts up to a conference table; the ability to stand for up to 3 hours at a time while presenting; the ability to navigate stairs, ramps, etc while managing the describe luggage. Have the ability to complete the remainder of the day that might include any of the additional following activities:

- 2) Represent EMSEAL on Jobsites** sites during installation demonstrations, inspections and walk through, and complaint resolution meetings;

The physical demand of the jobsite aspect of the position entails the ability to walk a construction site dressed in safety attire (hard hat, safety glass, reflective vest, long pants, steel-toed boots or shoes), while carrying a 10-15 pound briefcase or tool case. The jobsite may range from an excavated or partially excavated construction site, parking structure, stadium, or other commercial or public structure without access to an elevator. Jobsite visits could occur in extreme heat or cold (-20 to +100 deg.F) and in wet or dry weather. By way of example, a typical walk through a stadium over one hour could involve 1000 ft of elevation change through stair and ramp climbing and descending, over 1.5 miles (2,220 steps) of walking; and among other activities repetitive kneeling and bending to measure, inspect substrates or installed products, and demonstrate installation of products.

- 3) Communicate technical concepts** verbally and in writing, explanation and justification of quotations, negotiation and closing of sales, and generate frequent and regular written and verbal communications with clients and prospects throughout the day.
- 4) Attend and exhibit at tradeshow**s and other industry events to promote and demonstrate the product line using computer-based presentation tools, physical samples, and hands-on demonstrations
- Attendance, membership and/or designation as the EMSEAL representative in applicable organizations and tradeshow's in deemed regionally, nationally or internationally advantageous may occur.
- 5) Facilitate complaints and negotiate compromise** resolutions to benefit involved parties.

PERSONAL QUALITIES / SKILLS:

- Self motivated, self managed, eager to learn, attentive to detail.
- The ability to establish and maintain effective working relationships with co-workers, management, vendors, reps, and customers.
- Exhibit high standards of ethical conduct, honesty and integrity.
- Work and communicate with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner.
- Display a high level of initiative, effort, and commitment toward completing assignments efficiently.
- Encourage and facilitate cooperation, pride, trust, and group identity. Foster commitment and team spirit.



- Express information to individuals or groups effectively, taking into account the audience and nature of the information. Listen to others and respond appropriately.
- Look at problems creatively and take initiative to try something innovative.
- Juggle numerous related or unrelated tasks and see them all to successful conclusion.
- Make decisions. Ability to assess importance of different aspects of daily workload based on big-picture understanding of company and personal goals.
- Exhibit efficient and effective use of computer software as the vehicle for application engineering and customer support activities.
- Demonstrate a solid aptitude for computer use and strong typing skills. You will be required to touch-type at sufficient speed with which to enter project and conversation notes directly into a central database.
- Proficiency with software appropriate to job functions such as Microsoft Office, Microsoft Windows, Excel, and other programs as may be required.
- Excellent writing and verbal skills.

For more Information or Application submittal:
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