



CONSOLIDATED ELECTRICAL DISTIRBUTORS, INC.

## Technical Specialist

### Job Description

#### **Marketing Skills & Expectations**

1. Able to analyze market conditions; develop an annual business plan and coordinate its implementation.
2. Able to administer and implement marketing, promotion programs and product launches from A-B product businesses.
3. Able to understand market conditions, competitive forces, determine market share, and identify opportunities for growth.
4. Able to develop and implement strategies to attack competition and grow market penetration using marketing tools (i.e., Point of Sale, Direct Mail, etc.).
5. Able to define and grow new markets for emerging product technologies.
6. Able to effectively communicate commercial and technical product issues to the RA area manager and/or TRC manager.

#### **Sales Leadership Skills & Expectations**

1. Able to motivate and support outside sales personnel to proactively implement business plan.
2. Strong presentation skills in group and individual situations.
3. Able to lead and coordinate the sales teaming efforts (including RA) required to identify and to close account conversion and project sales opportunities for assigned products.
4. Able to promote the value-add of the assigned products in competitive situations.
5. Strong arbitration skills to effectively listen, communicate, and gain consensus.
6. Ability to identify customer needs, propose solutions and close orders for assigned products.

#### **Technical Skills & Expectations**

1. Have core competency for the current technology as it relates to the assigned products.
2. Able to identify and demonstrate technology solutions for customer applications.
3. Able to train internal staff on the sales and commercial aspects of assigned products, including features, benefits, applications, and markets.
4. Willingness and desire to participate in ongoing training to maintain technical competency in their product and complimentary product areas.

#### **General**

Able and willing to work with colleagues in building the viability of CED in conjunction with duties and responsibilities assigned by TRC manager.