Regional Sales Manager

ABB (ABBN: SIX Swiss Ex) is a pioneering technology leader in electrification products, robotics and motion, industrial automation and power grids, serving customers in utilities, industry and transport & infrastructure globally. Continuing more than a 125-year history of innovation, ABB today is writing the future of industrial digitalization and driving the Energy and Fourth Industrial Revolutions. ABB operates in more than 100 countries with about 132,000 employees www.abb.com

The Regional Sales Executive role is responsible for broadening the Network Control (NC) customer base through the identification and pursuit of new sales opportunities at non-established NC customers for a region.

This is a national position. Candidate may sit in any region across the U.S.

Your responsibilities

• Apply a step-by-step selling process and report progress along the way.
• Identify target opportunities for NC with new customers through:
  o Evaluation of market research reports
  o Aggressive and organized cold call campaign
  o Visits to all potential leads and prospects utilizing established networks
• Evaluate and analyze leads through applied screening criteria to convert from leads to prospects and opportunities
• Meet and proactively report on quota for leads, prospects, opportunities, and bookings
• Maintain information in the CRM tool for:
  o Tracking sales including contact reporting
  o Reviewing sales process, status and forecast
  o Building player maps
• Ensure appropriate Capture Team Strategy is in place for pursuing leads
• Introduce technical staff into account/opportunities at appropriate point in process
• Ensure all decision makers and key executives in customer organization are involved in the customer/supplier relationship prior to issuance of bid:
  o Set up minimum one CXO level meeting with the VP Sales
  o Set up minimum one meeting with the ultimate customer decision maker and NC senior management
• Coordinate sales efforts with the Marketing, Proposal and Operations groups by proactive communication/updates
throughout process of pursuit
• Engage and coordinate other ABB sales channels in the sales strategy ensuring all parties fulfill appropriate roles throughout the process.
• Partner with customer during the RFP process and take lead with all internal ABB departments to develop a bid that is responsive to the customer requirements.
• Take the lead in completing RFP, RFI and budgetary submissions including identifying and establishing any partner(s) required for the opportunity.
• Keep track of competitors selling status, tactics and strategies.
• Take the lead in outlining and communicating a winning sales strategy against competitors.
• Ensure customer requirements are documented prior to hosting demos.

Your background

Basic Qualifications:
High school diploma or GED and sixteen (16) years of software related sales
OR
Associates degree and fourteen (14) years of software related sales
OR
-Bachelor’s degree –and- twelve (12) years of software related sales
OR
-Master’s degree (MS) -and- ten (10) years of software related sales

Ideally this position could be filled at a more junior level should the candidate meet the following qualifications:

High school diploma or GED and twelve (12) years of software related sales
OR
Associates degree and ten (10) years of software related sales
OR
-Bachelor’s degree –and- eight (8) years of software related sales
OR
-Master’s degree (MS)-and- six (6) years of software related sales

Preferred Qualifications:
• Continual attention demonstrated to seeking new sales opportunities beyond an installed customer base.
• Proven success in identifying and capturing new customer opportunities resulting in a broadening of the customer base in an organization.
• Proven success in selling against competition and driving the value of the offered system(s) to the customer needs resulting in new customers to an organization.
• Strong sales management skills demonstrated through a defined planning process that is consistently applied to pursuit of opportunities.
• Effective communications plan design and execution.
• Solid understanding of competitor offerings and market needs.
• Experience with building strategy for pursuing a non-installed base customer with defined short, mid and long term goals and action plans.
• Experience with engaging across businesses (multi-divisional etc.).
• Strong negotiating skills.
• Proven track record in managing, influencing and motivating project team members to achieve project objectives.
More about us

Equal Employment Opportunity and Affirmative Action at ABB

ABB is an Equal Employment Opportunity (EEO) and Affirmative Action Employer encouraging diversity in the workplace.

All qualified applicants will receive consideration for employment without regard to their race, creed, color, ancestry, religion, sex, national origin, citizen status, age, sexual orientation, gender identity, disability, marital status, family medical leave status, or protected veterans status. For more information regarding your (EEO) rights as an applicant, please visit the following websites:

As an Equal Employment Opportunity and Affirmative Action Employer, applicants may request to review the Affirmative Action Plan of a particular ABB facility between the hours of 9:00 A.M. - 5:00 P.M. EST Monday through Friday by contacting an ABB HR Representative at 1-888-694-7762.

Protected veterans and qualified individuals with a disability may request a reasonable accommodation if you are unable or limited in your ability to use or access ABB's career site as a result of your disability. You may request reasonable accommodations by calling an ABB HR Representative at 1-888-694-7762 or by sending an email to US-AskHR@abb.com. Resumes and applications will not be accepted in this manner.

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