



POSITION DESCRIPTION

SALES REPRESENTATIVE

Position: Sales - Composites
Department: Sales
Reports to: Vice President – Sales & Marketing
Effective Date: March, 2009

Purpose of Position

This position promotes and activates sales activities and provides a direct contact for a variety of Composite customers. This position educates the customer on the company's products and capabilities. It understands the customers' needs and translates these needs into company product applications.

Major Responsibilities

- Promote sales by contacting potential customers.
- Handle customer calls.
- Determine customer needs.
- Receive and enter sales orders.
- Equate customer needs with current products.
- Equate customer needs with undeveloped options.
- Determine value of sales potential (develop viable pricing strategies).
- Run opportunity through the "Matrix".
- Monitor status of samples that have been shipped to customers.
- Setup and attend Trade Shows.
- Travel to visit customers.
- Organize sales activities (develop and utilize a Sales Plan) and long term sales strategy.
- Create annual Sales Budgets for customers in your market.
- Analyze quarterly results of Sales Budgets and report major discrepancies.
- Professionally interact with all departments within the company to make sure the proper customer information is being communicated.

Position Specifications

Describe the knowledge required to perform the major responsibilities:

This position requires an individual with a personable attitude and good retention skills. This person should possess a strong knowledge of computer programs such as Microsoft Word and Microsoft Excel.

This person should possess an excellent knowledge of products and the applications for those products. It also requires strong communication skills, an ability to professionally discuss customer requirements and communicate them to other departments for acceptance and



scheduling. All of this must be done with a positive company attitude and in keeping with the long term goals of the Company.

Identify specialized education and/or experience requirements:

This person must be knowledgeable about synthetic fibers and their uses. They should possess solid technical knowledge from education and from experience along with strong product knowledge. At least 5 years of sales experience in a related field is required along with at least a BA college degree.

Describe the most difficult problems that must be solved. Indicate the amount of research and creativity required to determine solutions.

This person should be able to function comfortably in the marketplace by identifying potential customers and keeping an eye on the competition. This person should understand how synthetic fiber products work in many different Composite applications, determine the appropriate application for a client, and develop viable pricing strategies specific to that account.

Skills of Persuasion

Describe the communication skills required to meet the position's major responsibilities such as explaining, teaching, negotiating, persuading, and selling.

Strong communications skills are central to the success of this function. This person should be able to explain potential applications of synthetic fiber products and educate clients on how these applications can improve their processes. This person must always demonstrate a high level of interpersonal skills, professionalism, and courtesy in all contacts with clients. Examples of this include, but are not limited to, any and all communication via telephone, letter correspondence, faxes, electronic mail messages, etc.