



## **REGIONAL SALES JOB DESCRIPTION**

**Company Overview:** Innovative Utility Solutions is a fast-growing distribution company specializing in offering the latest technology solutions for municipal and utility customers. As a small company, we are experiencing rapid growth and are looking for a highly motivated and experienced Regional Sales Manager to help us expand our sales in key regions.

**Job Description:** As the Regional Sales Manager, you will be responsible for driving sales growth and establishing a strong presence for IUS in your assigned region. You will play a pivotal role in expanding our customer base and maximizing revenue opportunities. The ideal candidate will have a proven track record in sales, particularly in the Meter and Automation or Water/Wastewater industry, and possess strong leadership and relationship-building skills. **IUS will offer the right candidate a strong base salary and a very generous commission plan.**

### **Responsibilities:**

1. Develop and implement a comprehensive sales strategy to penetrate the municipal and utility market in the assigned region.
2. Identify and target potential customers, including municipalities, utility companies, and relevant stakeholders.
3. Build and maintain strong relationships with key decision-makers and influencers in the industry.
4. Conduct product demonstrations, presentations, and negotiations to secure new business opportunities.
5. Collaborate with the marketing team to create effective sales collateral and promotional materials.
6. Stay up-to-date with industry trends, competitor activities, and market dynamics to identify new business prospects.
7. Monitor and analyze sales performance metrics to identify areas for improvement. We want our Sales Reps to own their territory.
8. Represent IUS at industry trade shows, conferences, and networking events to enhance brand visibility and generate leads.

### **Qualifications:**

1. Proven track record of achieving sales targets and driving revenue growth in the Water Utility industry.
2. Strong understanding of the sales process, including lead generation, prospecting, and closing deals.
3. Excellent communication and interpersonal skills to establish rapport with customers and internal teams.



4. Ability to travel within the assigned region to meet with customers and attend industry events.
5. Strong analytical and problem-solving abilities to identify sales opportunities and provide effective solutions.
6. Self-motivated and driven to succeed in a fast-paced, entrepreneurial environment.

Joining IUS as a Regional Sales Manager offers an exciting opportunity to contribute to the growth of a dynamic start-up in the technology distribution sector. If you have a passion for sales, a strong understanding of the municipal and utility markets, and a desire to make a significant impact, we would love to hear from you.

To apply, please submit your resume highlighting your relevant experience and achievements in sales.