

POSITION DESCRIPTION

CLEARFIELD, INC.

POSITION TITLE: National Accounts Manager, MSO

POSITION OBJECTIVE: Broaden market coverage for major CATV/MSO accounts through direct sales, authorized distributors and private label. Formulate business strategy and implement plans to grow overall sales revenue and market share.

POSITION RESPONSIBILITIES:

1. Create rich selling environment for regional teams to sell Clearfield services and products to major MSO's (Cox, Comcast, TWC, Charter, Mediacom, etc.)
 - a. Identify key decision makers and executive contacts within targeted prospects
 - b. Cold call, present benefits of Clearfield's services and products, and obtain a commitment to explore further
 - c. Identify prospect needs, develop proposal, and manage the prospect through the steps of the sales process
 - d. Assist with closing the sale and maintain positive relationship with client
2. Builds long-term relationship throughout the pre and post order sales cycle.
 - a. Identifies current and future customer requirements by establishing personal rapport with potential and actual persons in a position to understand component requirements.
 - b. Builds rapport with key contacts by utilizing a consultative business development approach
 - c. Identifies short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action;
 - d. Provides product, technical and engineering information by answering questions and requests.
 - e. Gathers information and resources necessary to fulfill request for quote.
 - f. Provide technical knowledge on the range of company products via personal contact and literature.
 - f. Maintains all customer database information through CRM with accurate notes of all call activity.
 - g. Contributes to team effort by accomplishing related results as needed.
3. Understands Clearfield's products and services that fit within the CATV/MSO market.
 - a. Maintains professional and technical knowledge of customer's business, reviewing professional publications; establishing personal networks; participating in field installations and other opportunities that become available.
 - b. Assists internal Clearfield team with assuring the products and services are certified to meet customer requirements and expectations.
4. Performs other duties as apparent or assigned.

POSITION REQUIREMENTS:

- Inside/Outside sales experience, product knowledge, analytical abilities, broadband technical knowledge and experience, requirements analysis, multi-tasking, technical knowledge or education is preferred.
- Five years of experience within Cable TV market including relative active contacts and relationships in the industry.
- Strong oral and written communication and presentation skills
- Proven sales professional with significant executive presence.

January 2017