

POSITION DESCRIPTION**Clearfield, Inc.****POSITION TITLE:** Regional Sales Manager, Broadband**POSITION OBJECTIVE:**

Manage Regional Sales Territory to achieve assigned goals for business growth and create and promote customer satisfaction through business to business sales.

POSITION RESPONSIBILITIES:

1. Proactively develop new accounts and contacts by identifying prospective customer requirements:
 - a. Represent Clearfield's product platforms for Inside Plant, Outside Plant and Access Network throughout assigned regional territory.
 - b. Identifies current and future customer requirements by establishing personal rapport with potential and actual customers and other persons in a position to understand component requirements.
 - c. Attends regional tradeshow and utilizes Clearfield Demo Trailer to provide "hands on" product demonstration to customers.
 - d. Act as conduit from customers and prospects directly to Market Segment Management and Engineering team.
 - e. Prepare and present fiber solutions appropriate to customer needs
 - f. Manage all aspects of the sales cycle, working with Inside Sales Staff.
2. Maintain and nurture existing accounts and contacts and drives incremental revenue opportunities
 - a. Reflect Clearfield's values to Listen, Understand, Recognize, and Collaborate to demonstrate world class customer service.
 - b. Maintain continual direct contact core personnel/decision makers, researching new opportunities and prospects.
 - 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. Maintains all customer database information through CRM with accurate notes of all call activity.
 - e. Builds long-term relationship with customers throughout the pre and post order sales cycle.
3. Understands Clearfield's markets and the products that fit within them by each account type.
 - a. Maintains professional and technical knowledge by learning about customer's business, reviewing professional publications; establishing personal networks; participating in field installations and other opportunities that become available.
 - b. Provides product, technical and engineering information by answering questions and requests.
4. Performs other duties as apparent or assigned.

POSITION REQUIREMENTS:

- Telecom product knowledge, industry related technical knowledge and experience.
- Minimum of five years in direct customer sales
- Territory specific experience
- Strong verbal, written communication skills and negotiation skills
- Technical knowledge or education is preferred.

January 2014