

POSITION DESCRIPTION

Clearfield, Inc.

POSITION TITLE: Regional Sales Manager, Broadband

POSITION OBJECTIVE: Manage the territory to achieve goals for business growth. Create and promote customer satisfaction through business to business sales of Clearfield's fiber management and pathway products.

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. Identify current and future customer requirements by establishing personal rapport with potential and current customers.
 - c. Attend regional tradeshow and utilize 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 drive 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 with core personnel/decision makers, researching new opportunities and prospects.
 - c. Identify short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action.
 - d. Provide monthly sales forecast to Sales Leadership and Operations to ensure sales activities are tracking to plan.
 - e. Maintain all customer database information through CRM with accurate notes of all call activity.
 - f. Build long-term relationship with customers throughout the pre and post order sales cycle.

3. Understand Clearfield's markets and the products that fit within them by each account type.
 - a. Maintains professional and technical knowledge by understanding customer's business, reviewing professional publications; establishing personal networks; participating in field installations and other opportunities that become available.
 - b. Provide product, technical and engineering information by answering questions and requests.

4. Performs other duties as apparent or assigned.

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POSITION REQUIREMENTS:

- Related technical or business degree preferred.
- Telecom product knowledge, industry related technical knowledge and experience.
- Minimum of five years in direct customer sales.
- Territory specific experience required.
- Strong verbal, written communication skills and negotiation skills.
- Ability to travel overnight up to 70%

July 2021