



SALES DIRECTOR

Take over sales and customer relationship management from a retiring founder and take the company to the next level with the new private equity owners. This well-established precision machining company in San Diego needs a hands-on leader to take charge of the sales function, as an individual contributor within the company, by fulfilling these objectives:

- **Quotations and Proposals:** Evaluate incoming request for proposals / quotes and review all associated technical information and drawings.
- **Process Orders:** Receive and process incoming purchase orders, create appropriate documents, and transfer information to operations.
- **Account Management:** Maintain excellent relationships with current customers, and seek to deepen and strengthen the relationships.
- **Customer Coordination:** Serve as the main point of contact with customers, requesting clarifying information, suggesting alternative materials and methods, updating progress, etc.
- **New Business Development:** Identify and profile potential new customers and assess their strategic value to company.
- **Marketing and Branding:** Working with President and Board, strategize on company's brand, image, and position in the marketplace.
- **Sales Strategy:** Working with President and Board, prepare an annual and long-term (3-5 year) sales strategy, addressing competition, competitive advantages, value proposition, customer expectations and projections, pricing, and alignment of sales and bookings to desired product portfolio.
- **Forecasts, Tracking, and Reports:** Prepare and update sales forecasts.

BACKGROUND AND EXPERIENCE:

Education: Bachelor's degree preferred. Engineering or technical discipline preferred.

Experience: 5-7 years' experience in sales of precision machined components. Tight tolerance (to microscopic level) machining experience is a plus. Experience with properties of exotic metals, including titanium, Inconel, Kovar, stainless steel, etc. Aerospace industry experience is preferred.

Knowledge and skills:

- Geometric dimensioning and tolerancing knowledge is required.
- Ability to read technical prints and specifications is required.
- Able to understand and convey to customers technical information about shop capabilities.
- Understanding the "value-selling" approach (as opposed to commodity or price-based selling).
- Excellent communication skills, written and verbal.
- Willingness to work hands-on, wear all the hats needed to fulfill sales function.

If you take a collaborative approach and act as a frequent contributor to best practices to drive performance improvement, we want to talk with you.

CONTACT: Jeff Tyson, Executive Recruiter / 949-471-6208 / jeff@bobsearch.com