



## Telequip®, A Crane Co. Company

Position Title: **Regional Sales Executive – Retail Sales**

Reports to: Director of Sales, Telequip

### Position Summary:

Position is responsible for the development and implementation of a sales strategy to drive sales of payment systems products from Telequip, CashCode, and NRI business units to corporate retail accounts in the established geographic region. Primary focus will be on front counter applications in the QSR, C-Store, and Grocery markets, with the opportunity to expand in other related applications and sectors as the product offering grows.

This position will provide the leadership and senior sales expertise required to grow the current business and contribute to the business knowledge as Crane develops new products for this business segment.

### RESPONSIBILITIES:

- Developing and managing key existing corporate accounts within assigned territory
- Identify new accounts and close national account opportunities
- Maintain on-going relationships with multiple contacts throughout client organizations to insure smooth delivery of products/services and payment
- Identify and meet or exceed customer requirements by working closely with marketing, engineering service and production

### EXPERIENCE:

- 7+ years successful experience with account management, sales and business development in retail automation, point-of-sale (POS) systems, equipment, computers or computer peripherals
- Demonstrated ability to achieve sales/revenue objectives and apply strategic selling principles
- Demonstrated ability to manage multiple projects to achieve commitment and results
- Experience and understanding of retail information technology (IT) platforms a plus
- Excellent interpersonal, oral and written communication, and presentation skills
- Strong account management, closing and “win-win” negotiating skills are essential
- College degree or equivalent experience

### REQUIREMENTS:

- Reside in the geographic region assigned
- Able to travel up to 60% of time within region as required