



Telequip®, A Crane Co Company

Position Title: **Senior Account Manager – OEM Sales**

Reports to: Director of Sales, Telequip

Position Summary:

Position is responsible for the development and implementation of a sales and marketing strategy to drive sales for all payment system products from Telequip, NRI and CashCode into the Western North American OEMs who are designing, manufacturing and selling self check-out, self service, and kiosk products.

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.

This position is key

Functions of the Position:

- Establish business plan including all sales and marketing activities to drive aggressive growth in this category
- Analyze market needs and recommend new products, which are in line with current and future market trends
- Work with OEMs of self check-out, self service, and kiosk type equipment, which requires bill and coin validation / acceptance / management systems to communicate the value proposition for the Crane CashCode, Telequip and NRI products.
- Provide appropriate training in product knowledge to the self check-out and kiosk OEM to ensure ease of use at the customer site.
- Develop strategies to drive demand through end user customers and new applications for self check-out, self service and kiosk products
- Work closely with Crane's Product Development and Innovation teams to provide insight into the requirements of the self check-out, self service and kiosk markets.

Experience:

- 10+ years in a sales position with a payment systems OEM and/or a kiosk manufacturer
- Demonstrated ability to apply strategic selling principles
- Demonstrated ability to represent the needs of the segment
- Good computer skills

Requirements

Greater than 60% travel across North America required