

RESPONSIBILITIES:

In this position you directly impact your own income and you unearth and establish new relationships for the company and your colleagues. You use your ability to match and combine ideas, products, and services to develop unique packages for your customers.

Your primary responsibility will be to finalize (“close”) sales with new and existing EMD customers.

The measure of results will be the monthly Gross Profit Dollars generated by your sales.

You will earn a base salary in return for generating a monthly minimum of Gross Profit Dollars.

You will also earn commission for Gross Profit generated above the monthly minimum.

Your goal will be to maximize your income by maximizing Gross Profit Dollars combined with maximizing the Gross Profit Percentage on sales.

To achieve this you will use EMD’s Current Customer list, leads from EMD outside salespeople, referrals from EMD customers, EMD’s extensive customer/prospect database, and leads from our suppliers.

You will pursue opportunities by calling and cultivating relationships with Application Engineers, Engineering Managers, Production Managers, Marketing Departments, and Purchasing Agents.

You will talk to existing EMD customers and prospective customers primarily over the telephone.

You can also look forward to visiting customers occasionally with EMD colleagues in order to deepen relationships with customers and get hands-on knowledge of their products.

You will unearth opportunities and characterize customer needs by discussing machine-building projects.

This is a full-time position, Monday through Friday, with all activity based in the Grafton, Wisconsin, office.

EMD “FLYWHEEL” ACTIVITIES:

At EMD we view our continuing success like the spinning of a heavy stone flywheel that rotates faster and faster with each day’s good *results*.

We have identified daily actions that we must repeat consistently to create these good results and we call these actions “Flywheel Activities”.

Flywheel Activities are the highest-priority actions that must occur every day, regularly, without fail, regardless of any other tasks that arise during a business day.

In order for us to succeed together, we use the following list to define and rank the Flywheel Activities in this position according to their importance.

Each activity is assigned a “Value”, or weighting, that expresses the *impact* each activity has on daily *results*.

You will use these “Values” to prioritize and choose the sequence for completing your daily activities.

Please note that all eleven of the activities are important and must be pursued regularly.

The “Values” provide a way to choose which activities must occur first; Highest Value (5) is Most Important.

As an example, training (product knowledge and skill improvement), Value 1, is very important and we will pursue this regularly. But acting immediately to capture a Vendor Instant Cash Sale, Value 5, takes priority over EVERYTHING!

- 1: **VENDOR INSTANT CASH SALE** **VALUE = 5** PAGE 2 OF 4
- 2: **VENDOR CONTACT - TOP 5 VENDORS** **VALUE = 4**
- 3: **VENDOR LEAD – INSTANT FOLLOW-UP** **VALUE = 4**
- 4: **QUOTE CONVERSION 1st; QUOTE ISSUE 2nd** **VALUE = 4**
Follow-Up on quotes based on highest Gross Profit opportunity first.
Quote Follow-Up is FINAL step in negotiating a purchasing agreement.
CRITICAL step for new and/or dormant accounts:
Request explanation of internal purchasing process
in order to identify/confirm who has true purchasing authority.
You must contact actual purchasing authority and
review suitability of quoted products with purchaser to confirm their
acceptance and satisfaction with EMD proposal.
Frankly discuss price issues.
Ask what EMD must do to be chosen as supplier.
Ask about who else is quoting. What advantages do they offer?
Finally, ask: “If EMD meets the needs you described
and exceed competitors’ offers, WILL YOU choose EMD?”
Quote Revision based on Follow-Up feedback.
Quote Follow-Up on Revised Quotes in order to close.
- 5: **CONTACT EXISTING CUSTOMER** **VALUE = 3**
Contact this week’s Existing Customer Target List contacts in order to:
a. Sustain existing relationships.
b. Request / obtain referrals to new contacts.
c. Probe / confirm customer satisfaction with EMD activities.
- 6: **IDENTIFY & CONTACT DECISION-MAKERS** **VALUE = 2**
- 7: **UNEARTH PROJECTS** **VALUE = 2**
a. Pose questions regularly about customer product changes, developments, introductions,
management changes, and customer markets in order to identify new projects for EMD.
- 8: **NEGOTIATE NEW PROJECT INVOLVEMENT** **VALUE = 2**
a. Identify urgency and timeline.
b. Ask what EMD must do to be chosen as supplier.
c. Ask about who else is quoting. What advantages do they offer?
d. Finally, ask: “If EMD meets the needs you described
and exceed competitors’ offers, WILL YOU choose EMD?”
e. CRITICAL next step for new and/or dormant accounts:
Request explanation of internal purchasing process
in order to identify/confirm who has true purchasing authority.
f. Contact actual purchasing authority and CONFIRM items a. through e.
- 9: **PROMOTE** **VALUE = 1**
Promote by sending personal letters, EMD literature, product brochures,
and technical data to prospects and customers.
- 10: **SELF-TRAIN** **VALUE = 1**
Self-train through reading catalogs and product data sheets, application papers.
- 11: Record and submit your Quotes Initiated form for the day. **VERY valuable to you!**

MEASURES OF FLYWHEEL ACTIVITY:

1. Quantity of VENDOR INSTANT CASH SALES (VIC) and Dollar value sold.
2. Quantity of NEW QUOTES ISSUED, Gross Profit \$ Total, and Gross Profit \$ / Quote average.

MEASURES OF SUCCESS:

1. Gross Margin \$\$ generated on SALES to New and Dormant Customers that resulted from quote(s) you initiated and recorded on Quotes Initiated form; or VIC Sales you completed.
Success is measured daily by Incoming Orders Report on computer system.
 2. Gross Margin \$\$ generated on SALES to Existing Customers that resulted from quote(s) you initiated and recorded on Quotes Initiated form; or VIC Sales you completed.
Success is measured daily by Incoming Orders Report on computer system.
- *** Invoice Gross Margin will reflect the actual purchase cost for items on a specific order. These actual, up-to-date, costs may differ from the computer's Replacement Cost shown on Quotes and Sales Orders.

REWARDS FOR SUCCESS:

1. Commission paid on a percentage of the sum of Measures One and Two above.
The Gross Profit is calculated through EMD invoicing at the time orders ship.
The commission is calculated for shipments made during each semi-monthly pay period.
Commissions earned in a current pay period, called Pay Period One (1), are paid in the semi-monthly paycheck of Period Three (3).
2. After completion of 6 months of full-time employment, eligibility begins for inclusion in EMD Profit Performance Reward.

APPLICABLE EXPERIENCE:

1. Previous work experience that generated personal income based on tracked sales results.
2. Experience as a Customer Service or Sales Representative helping customers choose and combine electrical and mechanical equipment into systems.
Typically, these positions would be with manufacturers of:
Pumps, Conveyors, Printing Machinery, Medical Imaging, Water Processing and Purification, Food Production, Inspection, and Packaging, Packaging machinery, Heat Treating, Motor Control, Automated Machining, Plastics Extrusion & Molding, Foundry, Product Quality Inspection.

SKILLS NEEDED:

OFFICE SKILLS

1. Typing skill and computer productivity in using Microsoft Excel and Word.
2. Preparation for Price Negotiating will require calculating pricing levels and Gross Profit.
This will require strong math performance in addition, subtraction, multiplication, and division.
3. Ability to understand and calculate discounts, mark-up, percentages; and Gross Profit and Gross Profit Percentage.

SALES SKILLS

1. Highly effective using telephone to establish relationships and identify business opportunities.
2. Prefers to have responsibility for setting own daily plan and reaching goals.
3. Talented in identifying and establishing business relationships, not just one-time sales close.
4. Employs practiced method of unearthing, asking questions, offering solution/proposal, confirming acceptance of proposal, finalizing agreement and transaction.
5. Ability to move customer to purchase systems rather than purchase only components.

EDUCATION REQUIREMENTS:

Bachelor's Degree conferred by an accredited college or university.
This will be confirmed by EMD through telephone contact and mailed confirmations with the educational institution(s).

BASE COMPENSATION:

An offer of starting Base Compensation will be made with consideration for professional experience, education, and history of success through sales results.

This is a salaried (exempt) position of employment at-will.

Salary amount will be paid twice per month on the 15th and on the last day of the month via electronic, direct-deposit into the employee's chosen bank account.

Deductions will be made each pay period for Social Security, Federal, and State taxes; plus employee-chosen deductions for Health Insurance, Life Insurance, Health Savings Account, and SAARSEP (small-employer 401K).

CONTRACTUAL NON-COMPETE AGREEMENT:

Any offer of employment, actual employment, and continuing employment will be contingent on:

1. The execution of a document stating that the employment candidate has no pre-existing Non-Compete Agreements, contracts, or outstanding financial conflicts due to past employment;
And
2. The execution of a Non-Compete Agreement between employment candidate and EMD.