Sunrise is currently seeking an experienced Sales Manager.

Reporting directly to the VP/ General Manager, this position has total responsibility for sales, marketing, inside sales and customer service functions. This position will develop and implement the company's sales strategies and programs. Manages sales activities to develop and grow Sunrise's business and establish strong long-term relationships with the existing and emerging Sales Representatives and Wholesale Accounts (Distributors). Creates, execute, and control a comprehensive/long-term Strategic Plan and Goals to develop the business identifying and developing Key Accounts within all sales channels in North America and the selected international countries. Analyzes territory and sales rep's/distributor sales trends and performance to budgets. Responsible for total account management and customer advocacy within and through the Sunrise organization to achieve objectives and opportunities. Targets, prioritizes, penetrates, and qualifies prospective customers including championing the qualification of the appropriate Sunrise products within these prospects. Maps new business opportunities at qualified accounts across all Sunrise product lines and sales channels. Creates sales strategies to capture new business at preferred profitability levels. Conform and develop a Channel Specific Sales Force, directing and working with his/her staff to coordinate and resource the strategic sales efforts through the partners' sales personnel. Provides support for the implementation, management and periodic review of non-disclosure, confidentiality, pricing, and other commercial agreements. Works directly with the appropriate company's internal functions, including Engineering, Operations, and finance, to facilitate new business development. Where appropriate, works to gain corporate technical approvals for the use of Sunrise products by specification.

Essential responsibilities will include:

Manage the company's portfolio of products for nationwide public power utility customers, OEM's and electrical distributors through an established independent sales representative workforce and international customers.

Manages all Business Development activities to capture market share and expand the company's footprint.

Leads the development of the sales objectives, sales and channel strategies, business-building programs, marketing plans (advertising, media avenues and promotional pieces) and executes the plans with his sales managers.

Manages national field sales operations for the company products, services and personnel, and works closely with the sales reps and the broader distributor network and their personnel to strengthen and deepen our partnership.

Provides guidance to our sales managers on setting target accounts and prioritizing support for sales reps and distributors.

Establishes territories, sales expenses and budgets consistent with the organization's objectives, and develop and submit for approval an annual advertising plan and budget for execution.

Develops and maintains appropriate sales channels, ensuring Sunrise is providing appropriate support to the distribution network and end customers to drive sales growth at targeted accounts.

Develops and utilizes a performance management approach for our sales reps to assess their performance, establish goals and hold them accountable for growth, including periodic evaluations, and reviews and approval of new independent sales representative companies.

Aggressively develop and implement product line strategy with supporting systems and processes to accumulate needed marketing information.

Monitor and report on actual bookings to forecast and set proactive product line strategies by major market segments to achieve goals.

Manage the customer contract pricing process to maximize sales and profitability. Negotiates and/or facilitates the negotiation of corporate agreements, such as non-disclosure, confidentiality, pricing and other commercial agreements in accordance with internal pricing policy and corporate approval limits.

Calls on all company's accounts as required, and where needed, be the primary interface with major customers.

Insure customer account coverage and satisfaction through Best Practice development, implementation and management of company resources.

Makes recommendations to management regarding opportunities to optimize sales and penetrate market.

Monitor sales activity, competitor activity and overall market conditions.

Prepares monthly performance to objectives reports as well as other reporting requests as required by Sunrise executives, and ensure management is informed on key issues.

Manage all aspects of Sales, Marketing, Inside Sales and Customer Service functions within the company.

Manage the participation of the sales resources in the cost reduction programs and initiatives.

Active involvement with market data, evaluation and submission of Engineering Project Request (EPR) for product development.

Develop and execute the five-year strategic sales plan.

Conforms to all Sunrise operating policies and procedures and assume other activities and responsibilities as directed.

Complexity of duties:

Develop programs, drive programs, and support sales opportunities.

Analyze difficult sales and business situations and identify best path forward.

Handle complex business, sales and management issues.

Possess the ability to generate confidence, work with people, resolve issues, take direction and be customer focused.

Deliver input and feedback to management regarding opportunities, issues and programs.

Develop the ability to analyze the financial considerations associated with the strategic account programs.

Position requires 35% domestic and international travel to maintain contact with key customers.

Requirements:

To be eligible for this position, candidates must possess a Bachelor's degree in Engineering. MBA preferred.

A minimum of five years technical hands-on experience and ten years sales and marketing experience in a management role with both direct sales forces as well as manufacturer's representatives.

Must be achievement orientated.

Exceptional communication skills both verbal and written.

Strong organizational skills.

Strong prospecting, account nurturing and sales skills required.

Candidates should be proficient at MS Office programs such as Word, Excel, and PowerPoint.

Must be proficient in ERP/MRP and CRM Sales processes.

Must be able to travel a minimum of 35%.