

Job Description - Account Manager

SUMMARY OF POSITION

The Account Manager is responsible for identifying, qualifying, and generating sales opportunities and pursuing these to successful closure. He/she must present solutions to potential customers or identify new opportunities as well as maintain current customer base and Nichia share. Must be capable of developing customer relationships at all levels and guide sales through opportunity planning, project sales, design involvement and value selling. Must be well versed in the details of Nichia products and be able to promote these to customers both remotely and in person. Negotiate pricing and terms with customers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintain in-depth product knowledge, application requirements, competitive landscape, and market dynamics
- Identify new customers and market opportunities
- Manage established client while adding new prospects
- Develop a strong understanding of customer's core objectives and needs to properly match the company's products and services
- Provide timely resolution on open items
- Achieve expert status on Nichia product offerings and to promote products to customer
- Make effective presentations
- Achieve or exceed sales objectives
- Develop and deliver presentations and proposals to achieve desired results
- Document quotations and generate trip reports.
- Attend Trade Shows and Conferences as needed with Manager approval
- Travel to customer locations frequently for in person product promotion
- Travel up to 80%

OTHER DUTIES AND RESPONSIBILITIES

- Assist in the execution of marketing plans of company as required.
- Create and deliver sales and activity reports to management
- Serve as technical consultant to customers
- Maintain familiarity with competitor product offerings and practices.
- Achieve a comprehensive understanding of Nichia's processes, procedures, policies, and contracts

- Develop and implement special sales activities to reduce stock.
- Coordinate and manage logistics of company products and services
- Monitor collection of accounts
- Participate in trade shows as assigned
- Provide training to new sales employees.
- Support and participate in all Nichia initiatives
- Identify and win new business opportunities for Nichia with existing and new customers
- Ability to visually detect subtle differences in color, detect different color hues and variance of white

QUALIFICATIONS

- Ability to sell on value instead of price alone
- Accepts responsibility and is accountable for achieving sales targets
- High energy and passion towards achieving sales objectives through solving customers' needs
- Interpersonal skills required to work efficiently and effectively with co-workers, managers, and outside customers
- Ability to cultivate sustained relationships with key employees of targeted customers at all appropriate levels
- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions,
- or approaches to problems
- Ability to pay attention to details and gather comprehensive information on customer needs and competition
- Capable of preserving confidential or sensitive information
- Strong oral, written and technical communication skills
- Ability to present, persuade, negotiate, and close business
- Knowledge of practical application of engineering science and technology
- Knowledge of business and management principles involved in strategic planning, resource allocation, production methods, and coordination of people and resources.
- Proficient with Microsoft Word, Excel, PowerPoint

SUPERVISORY RESPONSIBILITY

- Not a supervisory position

EDUCATION AND EXPERIENCE

- Bachelor's Degree in electrical, Mechanical or Chemical Engineering from accredited institution strongly preferred
- Technically minded, ability to discuss products and developments with clients
- Commercial or other outside experience preferred
- 1-5 years sales experience in the LED industry preferred

PHSICAL DEMANDS AND WORK ENVORINMENT *Physical Demands:* Position incumbents performing this job's essential duties and responsibilities typically exhibit the following physical demands. These physical demands are not and should not be construed to be job qualification standards, but are illustrated to help the employer, employee and/or applicant identify tasks where reasonable accommodations may need to be made when an otherwise qualified person is unable to perform the job's essential duties because of an ADA disability.

While performing duties of this job, the employee travels extensively by flying or driving to customer sites. May, on a continuous basis, sit at desk for a long period of time; frequently answer telephone and write or use a keyboard to communicate through written means. Some walking and lifting to 20 lbs. may be required.

Work Environment: Work is usually performed in an office environment. Noise level is usually moderate to quiet. Typical travel conditions include extended time in both cars and planes.

This job description does not constitute an employment contract, nor does it restrict management's right to assign or reassign duties and responsibilities to this job at any time.