



Position Title: OEM Account Manager

Immediate Supervisor: Vice President, Fixed Gas Detection Sales

Department: Sales

Location: Home Office Based

FLSA Status: Salaried Exempt

Brief Summary of Position Purpose:

The OEM Account Manager will target, develop, and execute strategic sales, marketing, and communication plans to assigned OEM customers. The OEM Account Manager is the direct and primary interface between Bacharach and its target customer's lead decision makers and channel partner's sales resources. Sales activities are focused on supporting the OEM's complete value chain from internal product management and procurement to internal sales channels and potentially end users, with the objective of exceeding annual sales revenue targets.

Essential Functions:

- Day to day planning, forecasting, and selling of all Bacharach products and services to foster revenue growth to exceed assigned OEM financial targets
- Day to day strategic business development activities focused on growing revenue through focused pull through and supportive selling efforts with OEM Accounts and their captive sales channels with a focus on high-volume applications
- Development and maintenance of OEM account plans that clearly outline strategic and tactical objectives as well as activity plans to meet and exceed sales targets
- Work with the Marketing department and Product Managers in implementing sales plan initiatives, marketing plans, and networking activities to drive demand for Bacharach products and services
- Networking within industry associations and strategic accounts to build a robust network of Bacharach champions and develop a pull through effect for Bacharach products
- Leading and managing corporate activities at assigned accounts; price negotiation, LTAs, product introductions, private labeling, product definitions and specifications, application development
- Liaising appropriately with inside support resources on customer inquiries-quotations, orders, service request, quality issues etc.
- Generating new sales opportunities within targeted OEMs by increasing share of mind of Bacharach products and applications
- Representing Bacharach at regional and national trade fairs, conferences, and exhibitions
- Recording and investigating/resolving customer complaints
- Pro actively preplanning 30-60 day travel schedule for maximum efficiency and effectiveness in field travel and end customer interaction
- Presenting/Conducting informational company/product presentations, demonstrations and training with strategic end users and channel partners
- Actively participating in regional and national sales and marketing meetings
- Developing membership and relationships with local and regional /industry associations
- Ensuring compliance with corporate HSE&Q policies
- Ongoing maintenance of corporate customer and opportunity data base (Customer Resource Management (CRM) database)



- Providing ongoing voice of customer (VOC) and competitive intelligence input to the sales and marketing management team regarding opportunities and threats
- Providing corporate and team updates sales reports as required
- Managing sales budget effectively and efficiently
- Maintain effect and timely sales reports and sales team communications
- Other duties as assigned

Education/Training/Certifications:

- Bachelor's Degree - Engineering or Technical Field (directly related sales /business development experience may be substituted on a year for year basis)

Experience:

- Minimum of five (7) years related field sales experience in HVAC/R applications and markets
- Knowledge and experience in gas detection instrumentation industry
- Understanding of the HVAC-R industry and channels to market
- Knowledge and experience in pull through selling through third party distribution channels

Required Skill Sets: (e.g., computer skills, communications, math, etc.)

- Strong technical acumen and analytical mindset – strategic thinker
- Hands on mentality – willing to go into field applications
- Excellent communication and presentation skills – written, verbal, relaying information.
- Strong interpersonal and networking skills; team player that can work within functional units to manage the customer relationship from the internal Bacharach perspective
- Computer skills (Outlook, MS Excel, Word, PowerPoint, CRM).
- Effective leadership/motivation, organization skills.
- Effective expense management skills.
- High level of honesty and integrity.
- Ability to prioritize, plan and organize time.
- Self-motivated with the ability to set and achieve sales goals

Physical Demands: (e.g., lifting, travel, etc.)

- 40-60% field travel within North America
- Position requires concentration, accuracy, and focused mental effort.

Pursuant to the Americans with Disabilities Act (ADA), reasonable accommodations may be made to enable qualified individuals to perform the essential functions of this job.

AA/EEO/M/F/D/V