



POSITION DESCRIPTION  
TECHNICAL SALES MANAGER

## CONTEXT

The Quasar team is all about providing businesses and utilities with intelligent data to enable them to reduce costs, maximise operations and meet business goals.

We collaborate with our clients to provide them with a range of solutions, including advanced energy and power quality metering systems, Advanced Distribution Management Systems (ADMS), intelligent video security and a range of fortified communications, to assist with their diverse requirements from business analysis and reporting through to a variety of operational applications.

From extensive systems for large energy users and utilities, through to smaller sub-billing systems, our three decades of experience as a system integrator ensures each client receives a high-quality solution which meets their individual needs.

## PURPOSE

The primary role of **Technical Sales Manager** is to take the lead in creating, planning, and executing the sales strategy as well as meeting their own sales targets.

The **Technical Sales Manager** will provide leadership and manage the sales team, and will establish clear direction, accountabilities, and expectations of the team.

The **Technical Sales Manager** will work collaboratively with stakeholders and promote a culture of continuous improvement.

## KEY OUTPUTS

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### MANAGEMENT TEAM

- Be an active participant in management team discussions, offering ideas and solutions to ensure we have a culture of continuous improvement.
- Contribute to both short-term and long-term strategic planning.
- Ensure there are plans in place to implement agreed strategic actions.
- Monthly reporting to the Managing Director and Management Team.

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### TECHNICAL SALES

- Generate and promote sales of the Company's products and services within your portfolio.
- Maintain & enhance strong relationships with our existing clients.
- Establish and develop strong relationships with prospective new clients.
- Support & enhance strong relationships with our strategic suppliers.
- Analyse tenders and specifications, preparation of proposals & quotations.
- Seek out opportunities for custom application solutions.
- Follow opportunities from enquiry, solution design through to confirmed order and handover to our engineering team.
- Work with the Engineering staff in formulating client proposals, in respect of technical design, labour, resources, timescale, and any other interrelated aspects.
- Achieve the sales budget established in assigned market segments.

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### MARKET DEVELOPMENT

- Develop and successfully implement effective marketing and brand/product strategic plans that grow, optimise, and sustain sales with both a near and long-term focus.
- Develop and execute annual sales and marketing plans.
- Ensure that the Company's offer is presented in all of its markets in a manner consistent with the strategic plans and which will enhance the brand in the long term.

- Stimulate sales opportunities by developing strategic alliances, and enhancing relationships and our profile within the various sectors we operate in.
- Contribute to pricing strategies to ensure long term brand objectives are met while maximising profit opportunities.
- Ensure the effective obtaining of customer insights and monitoring of industry/competitor changes and market intelligence. Analysis of this material and ensuring the key decision-making processes of the Company are well informed.
- Lead our conferences and exhibitions strategy as part of the integrated market plans.

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#### PLANNING & BUDGETING

- Lead the creation of the annual sales targets budget, product business plans, and planning their implementation.
- Assist in the development and maintenance of a Client Services program.

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#### CLIENT EXPERIENCE

- Contribute to processes that improve client delivery and experience.
- Ensure timelines are discussed with the Engineering Manager to enable balancing customer requirements, hardware/software deliveries, team availability and internal expectations.
- Ensure excellent communication with all relevant stakeholders.
- Collaborate with the engineering department in the costing and delivery of solutions.
- Proactively look for ways to improve our service delivery.
- Reflect on completed projects to improve future projects.
- Collaborate with the relevant managers to suggest improvements outside your team that would assist in overall client experience.

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#### SALES TEAM MANAGER

- Manage the day-to-day activities of the team.
- Ensure all team members know what is expected of them, including sales targets.
- Motivate the team to achieve goals.
- Foster and monitor the development of team members. Ensuring appropriate development plans are in place.
- Ensure the Team meets Quasar's quality, administrative and commercial standards and upholds our Quasar corporate values.
- Foster an innovative approach within the team that appropriately seeks to enhance our solutions.
- Empower the team with skills to improve their confidence, project delivery, product knowledge and communication skills.
- Ensure the Team are technically proficient in the product ranges and markets assigned to them.
- Participate in performance reviews.
- Manage team leave, ensuring appropriate cover is in place.
- Create a pleasant working environment that inspires the team.

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#### GENERAL

- Assist when called upon in the development of new business lines.
- Other tasks as may reasonably be required from time to time.

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#### STAFF SUPERVISED

- Sales Staff.

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#### ACCOUNTABILITY

The **Technical Sales Manager** reports to the Managing Director.

## KEY RELATIONSHIPS

Quasar adopts a collaborative approach at all levels of the company, in this role the **Technical Sales Manager** will work closely with:

- Engineering Manager (Project Delivery)
- Solutions Manager (Engineering Capability & Technical Support)
- Finance & Operations Manager (Staff Development)
- Quasar Staff and Directors

## KEY ATTRIBUTES

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### QUALIFICATIONS

- A relevant tertiary qualification (preferred not essential).

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### EXPERIENCE

- 10 years' experience in a sales role.
- 5 years' experience within a leadership role.
- Experience in a technical sales environment.
- A proven history of effective sales and client relationship development & management.
- Strong understanding of the Energy Industry would be of benefit.

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### SKILLS

(One or more of the following may be sufficient)

- Proven ability to understand client requirements, assess alternative solutions and develop a preferred offer, effectively price and document that offer and present it in an appropriate manner.
- Proven track record in developing markets and delivering sustained sales growth.
- Well-honed business development instincts.
- A key influencer.
- Effective and confident communicator.
- Highly organised and able to ensure client expectations are met.
- Able to motivate and inspire the people around you.
- Proficient knowledge of business software is expected.
- A working knowledge of health & safety requirements.

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### VALUES AND ETHOS

- Understanding of and commitment to the values of the Company.
- Personal commitment to authenticity and conducting all aspects of business with integrity.

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### PERSONAL ATTRIBUTES

- Flexible and adaptable and can adjust your style to work effectively with a variety of people.
- High level of professional competency in all forms of communication.
- Intuitive learner with proven ability to transfer knowledge to new settings and challenges.
- Ability to identify gaps in best practice and develop appropriate systems and processes in response.
- A strong customer focus: the ability to provide a cheerful and positive interaction with clients.
- Good organisation skills and the ability and desire to see tasks through to completion.
- The ability to communicate and relate to people from all levels of business, backgrounds, ages, and cultures.

- Demonstrated initiative, stamina and motivation, a strong work ethic.
- Focused on providing a high quality and culturally appropriate frontline service.
- Professional personal presentation/grooming.
- High degree of relationship building techniques.
- Proven ability to work positively in a team.
- Excellent inter-personal relationship and communication skills.
- Able to quickly grasp and learn new technologies.
- Self-confident, self-starting and highly motivated individual.
- Adaptable in their thinking with attention to detail.
- Excellent organizational skills.
- Responsible, self-disciplined, reliable, energetic and productive.

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#### RESOURCES AND REQUIREMENTS

- Operate from the Company's premises in Christchurch.
- Staff are expected to maintain their own correspondence, email, and administration at a high standard.

#### BEHAVIORAL COMPETENCIES

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##### PLANNING & ORGANISATION

- Ability to plan, prioritise daily work assignments and exercise good judgement in managing urgent requests.
- Realistically plan and organise a project, allocating time in a manner which achieve priorities and allows for contingencies.
- Can set goals for own department and implement the planning and process steps to achieve these.
- Forward looking perspective that allows for contingencies and evolving situations.
- Ability to assist in planning, formulation and implementation of strategy and projects for both own department and in the wider Company context.
- Effective time management skills.

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##### ACHIEVEMENT ORIENTATION

- Motivated to achieve goals and objectives.
- Demonstrated ability to close deals
- Displays a definitive sense of urgency to accomplish tasks.
- Commitment to improving quality standards in own area of expertise.

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##### COMMERCIAL ACUMEN

- Sound knowledge (or ability to learn) of the Energy Industry and key terms and principals.
- Knowledge of and interest in developments in the business world which could impact the Company, and a demonstrated ability to apply those to the Company's context.
- Demonstrated ability to quickly pick up workable levels of knowledge in new systems.
- Detailed knowledge of some of the products or services offered by Quasar. Demonstrated ability to quickly pick up workable levels of knowledge in new product offerings.
- Detailed knowledge of market and objectives.
- Ability to analyse and interpret business information which will impact on sales.
- Able to implement business principles which will impact on sales.
- Understand the interrelationship between Marketing, Sales, Cash flow and Budgeting.

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**COLLABORATIVE AND TEAM APPROACH**

- Respects and can integrate the capabilities of people from a wide range of disciplines and personal styles to enable an effective functioning team.
- Good relational and interpersonal intelligence and willingness to allow that to shape the approach to team leadership.
- Active participant in team structures throughout the Company.
- Committed to a collaborative approach and able to adapt to a high level of synergy amongst different team members and teams in the Company.

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**ANALYTICAL ABILITY**

- Can analyse abstract, subtle, and undefined problems and information.
- Able to grasp the near- and long-term implications of a situation.
- Can analyse information on a conceptual level, as well as displaying a detailed approach.

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**KEY SELECTION CRITERIA**

1. Sales Aptitude.
2. Leadership aptitude.
3. Planning, organisation, and control
4. Fit with the ethos, values, and approach of Quasar.
5. Commercial acumen.
6. Credibility
7. Experience in a relevant or transferable technical sector.

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**HEALTH AND SAFETY**

1. All staff must always be conscious of potential safety problems.
2. Health and Safety Policy is in place within Quasar Systems Limited. Instructions regarding safety given by the Health and Safety representatives must always be followed.

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**NON-LIMITATION CLAUSE**

NOTE: This position description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organization. Employment conditions are described fully in the Individual Employment Agreement.

**This Position Description** has been read and agreed:

Employee Name \_\_\_\_\_

Signature \_\_\_\_\_

Managing Directors Signature \_\_\_\_\_

Date \_\_\_\_\_