



**REVISION**  
MILITARY

mission critical eyewear®

## REVISION EYEWEAR JOB DESCRIPTION

Job Title: Regional Sales Manager - International  
Department: International Sales  
Reports To: VP of International Sales  
Location: Europe (Resides in Western Europe)  
FLSA Status: Salaried - Exempt  
Date: January 28, 2009

**EMPLOYMENT OBJECTIVE:** Responsible for the education and training of distributors predominantly in Western Europe. To ensure Distributors are fully versed in the products, competitive advantages, features and selling messages. Position is 100% focused on Ballistic Eyewear protection systems and solutions to the International markets. Work within the sales and support teams for the achievement of Distributor sales generation, and long-term international goals in line with company vision and values.

### SPECIFIC ESSENTIAL DUTIES:

- Develop awareness of Revision and products across the European military community.
- Able to interface with high level military leaders and senior NCO's to achieve awareness for products and company and develop the rapport to create outstanding sales results.
- Be FULLY and completely versed in Revision and competitive products.
- Provide comprehensive training of Distributors in Revision; The Company, Products, Technology, Benefits and the 'Selling Story'.
- Discuss Sales potential, sales strategy and targets with Distributors and ensure potential is captured and problems identified.
- Ability to problem-solve and sell consultatively, identifying and resolving any specific customer concerns.
- Develop and relay database of contacts to head office and provide detailed activity and trip reports as directed.
- Prepare presentations, proposals and sales contracts demonstrating thorough knowledge of pricing for and buying methods of specific account type.
- Develop and maintain an expert knowledge of the market, competitors and products.
- Communicate new products, special developments, and information or feedback gathered through field activity to appropriate company staff.
- Travel on distributor routes and identify opportunities to enhance the look and deliver of company's products through efficient utilization of marketing and selling resources.
- Track and maintain distributor records and performance, and document issues and recommend and implement solutions to problems.
- Assist in the development of long and short term strategies for distributor operations.
- Maintain professional relationships with distributors, customers and clients.

### KNOWLEDGE, SKILL, AND EXPERIENCE REQUIREMENTS

- Bachelors degree in Business or Sales or Marketing or equivalent combination of education and experience.
- 3-5 Years of proven sales history in sales to military and law enforcement communities.
- Demonstrated ability to persuade and influence others.
- Strong interpersonal, written and verbal communication skills required.
- Excellent customer service skills.
- Requires 70% overnight travel to trade shows, distributor premises, retailers, wholesalers and military bases to liaise with current and potential clients and develop new contacts.
- Self-starter, highly motivated, dependable, reliable individual with a solid commitment to excellence.
- Proficient in computer software systems: Windows XP, Microsoft Office: Word, Excel, PowerPoint, Outlook and Internet skills are musts.
- Provide a positive company image to the public.
- Military or law enforcement background a desirable requirement.
- Ability to speak at least 2 additional Languages to English is desirable.