

Director, Regional Sales Job Description

Position Title: Director, Regional Sales

Department: Textron Aviation

Reports to: VP, International Sales

JOB SUMMARY:

To identify, qualify and close the sale of Cessna and Beech Aircraft through direct sales in an assigned territory.

RESPONSIBILITIES:

- Sell new Turboprop, business jets aircraft for Textron Aviation.
- Maintain current information and contact with business aircraft operators and other major businesses and individuals within assigned region to identify potential turboprop and business jets clients.
- Thoroughly qualify prospective client opportunities regarding their financial capability, corporate and personal travel requirements and the capability of a new aircraft to address the prospective client needs and expectations.
- Develop and implement account strategies designed to inform the prospective client of Textron Aviation's ability to address their needs and expectations, to advance the account decision making process in a timely fashion, and to minimize potential competitive activity by utilizing Company provided formal Account Management (SalesForce.com) methodology.
- Maintain thorough records on each client and prospective client, to include key decision makers, fleet history and utilization, business history, business activity and events that have, or will, influence new aircraft purchase decisions. A detailed history of contacts and records should include copies of general correspondence and other information supplied to the prospect maintained in SalesForce.com.
- Maintains current knowledge and understanding of all elements critical to the sales process, including comprehensive familiarity with and technical aspects of the aircraft. Analyzes a prospect's financial qualifications and communicates the details of finance programs and/or various ownership cost analyses generated by Marketing.
- Maintains and communicates to prospective clients a clear understanding of aircraft purchase agreement details.
- Coordinates and participates in demonstration flight requests with prospective clients. Provides complete information concerning all details relevant to a successful flight, including discussion of customer expectations with VP, Sales prior to the flight. Briefs prospect on demonstration guidelines (as appropriate) and Company policy concerning demonstration charges.

- Textron Aviation products, services, terms and agreements, and conditions of sales shall be fairly and accurately presented to customers and prospects. Purchase Agreements shall be within Company policy, ethical and legal and within acceptable Marketing Program format and financial guidelines.
- Required to perform all duties within company policy and established budget.
- Participates in local business and civic affairs to promote Textron Aviation, business and general aviation within assigned zone.
- Provides thorough and accurate details of potential trade-in aircraft to facilitate completion of appropriate trade-in quotations. Concurrent with the new aircraft sale, professionally coordinates all trade-in activity with the Pre-Owned Aircraft Department or other companies in the pre-owned marketplace
- Prepares and submits VP, Sales required weekly/monthly reports pertaining to sales activities, sales forecasts and budgets in the standard required formats. Prepares and submits special reports as requested.
- Develops direct sales and annual marketing and sales action plan and submits to VP, Sales for assigned area within zone 8 that is designed to achieve assigned sales objectives and incorporating the overall marketing and sales programs and strategies.
- Comply with all laws and regulations set forth in the United States Foreign Corrupt Practices Act.

QUALIFICATIONS:

- Private/Commercial Pilot Certificate and instrument rating preferred
- First or second class medical required
- Working knowledge of current and out of production Textron Aviation products and competitor's product lines
- Understanding of capital equipment finance and lease terms
- Understanding of cost of ownership and net present value cash analysis
- Excellent communication skills with the ability to read, write and speak English fluently
- Professional appearance and demeanor
- Motivated and self directed to deliver high quality results
- Mobile and willing to travel required

EDUCATION/EXPERIENCE:

- Bachelor's Degree required, MBA preferred.