



Textron Trading (Shanghai) Co., Ltd

TEXTRON AVIATION

POSITION DESCRIPTION

POSITION TITLE: Regional Sales Associate
DIVISION: Textron Aviation
DATE: June 2018
LOCATION: Beijing

POSITION SUMMARY:

The Regional Sales Associate (RSA) is a lead generation and prospecting role within the sales organization, with a current opening in Beijing, China. This role plays a key role in generating new business and building relationships with our customers and/or potential customers. The RSA will be responsible for tactical day-to-day responsibilities and significant project assignments as assigned by the Vice President, Regional Sales (RVP) and/or Director, Regional Sales (RSD).

ORGANIZATIONAL RELATIONSHIPS:

The Regional Sales Associate reports to VP-Greater China & Mongolia Regional Sales

PRINCIPAL DUTIES & RESPONSIBILITIES:

- Supports efforts throughout entire sales and customer relationship cycle, including: Salesforce.com opportunity administration, Deal sheet assistance(where applicable),Contract information sheet generation, Sales engineering requests;
- Communicates extensively with prospective customers regarding Textron Aviation products and services;
- Represents the sales zone in conjunction with or in lieu of the RSD;
- Identifies opportunities to develop and increase Textron Aviation business through market analysis and continuous dialogue with sales personnel and customers;
- Reports significant trends to sales management and recommends specific actions as appropriate;
- Provides detailed product presentations and coordinates with other departments on matters relating to marketing materials, pricing and product demand;
- Identifies and generates sales leads through various means of contacting concept customers and in partnership with the lead generation team;
- Coordinates and hosts customer visits, tours, demonstration flights and represents Textron Aviation at trade shows and events as assigned;
- Remains current with aviation industry and financial market news to maintain an awareness of issues likely to impact customers and potential customers;
- Continuously researches market within the identified territory to identify prospective customers.

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EDUCATION/ EXPERIENCE:

- Bachelor's degree in applicable field
 - Business
 - Sales
 - Marketing
 - Aviation Management
 - Related Field

QUALIFICATONS:

- 1 - 5 years prior aviation industry experience preferred
- Prior sales and/or marketing experience preferred
- Sound business acumen
- Excellent communication skills (written and oral)
- Strong professional presence and demeanor
- Motivated and self-directed to deliver high quality results
- Strong analytical, financial and computer skills
- Team player with strong interpersonal skills
- Mobile and willing to travel