



TEXTRON AVIATION

Job Description

Job Title: Regional Sales Associate

Department/Group: Textron Aviation

Reports to (title): Vice President, Strategy and Business Development

Location: Beijing/Shanghai

Prepared Date: Jan 2021

This job description is a: new hire

JOB SUMMARY:

The Regional Sales Associate (RSA) is a lead generation and prospecting role within the sales organization. This role RSA 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, and/or Director, Regional Sales (RSD).

JOB RESPONSIBILITIES:

The RSA will provide sales support to the assigned VP and/or RSD. This support includes (but is not limited to) the following:

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

EDUCATION/ EXPERIENCE:

- Bachelor's degree in applicable field
 - Business
 - Sales
 - Marketing
 - Aviation Management
 - Related field
- 0 - 5 years prior aviation industry experience preferred

QUALIFICATONS:

- Prior sales and/or marketing experience preferred
- Sound business acumen
- Excellent communication skills (written and oral)
- Professional appearance 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
- Must have a valid driver's license

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.