

Beltone Electronics Corporation

Position Description

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| Position Title: | Regional Sales Manager |
| Reports to: | Director of Sales Operations |
| Primary Function: | To grow and strengthen the Beltone Dispenser Network by delivering strategic business consulting, identifying specific product training needs and leveraging the Beltone value proposition within an assigned geographic territory. |
| Objectives: | The objectives of the position are to increase Beltone hearing instrument unit sales, improve digital product mix and ASP while achieving the commitment goals set forth in the P2E. Additionally, an RSM assists in recruiting new dispensers into the Beltone network. |
| Areas of responsibility: | <p>Work within assigned Region to increase Beltone Electronic Corporation (BEC) unit sales and market share. Primary dispenser contact for non-clinical issues including day to day communication.</p> <p>Provide guidance and training to the Dispenser Network in areas which include marketing, financial benchmarking, specific to product and developing sales processes and general business operations.</p> <p>Initiate training strategies to assist the Dispenser Network and the Hearing Instrument Specialists to improve the patient experience and reduce remakes, returns, and repairs.</p> <p>Promote the initiatives of the Marketing Department through regular Dispenser contact, developing budget benchmarks for advertising allocations and provide strategic promotional marketing plans as needed. All with the common goal to have each dispenser achieve marketing consistency.</p> <p>Lead dispenser exchange meetings within primary marketing areas of assigned territory.</p> <p>Provide clear and concise reports to management, using the appropriate channels, in a timely manner. Provide immediate reporting on problematic issues. Manage expense account budget.</p> <p>Recruit new dispensers to replace underperforming dispensers in an effort to increase unit sales and improve market penetration. Territory development – Identify</p> |

potential new store openings by leveraging mapping resources and market predictions. Develop financial benchmarking to establish breakeven points to ensure profitable growth.

Develop Sales, product and positioning strategy and Marketing plans for new Beltone dispensers that result in thriving practices within 12 to 18 months.

Coordinate internal resources, Sales, Marketing, Training, Product Management and Finance, throughout the ramp-up process and deliver a timely, relevant and seamless induction experience for new dispensers and their staff.

Accounts receivable management - Work closely with the finance team to determine AR goals and a payment plan strategy for high risk accounts. Implement and deliver the established Accounts Receivable plan while not materially impacting the revenue from customers in the base plus business.

Supervisory Responsibility:

No direct employee supervisory responsibility, but has overall Dispensers support responsibility.

Contacts:

All Corporate Office personnel, Dispensers and Specialists as well as professionals or within respective Region.

Education:

Four-year college degree. Business or Audiology degree preferred.

Experience:

Three to five years experience in front-line sales and sales management.

Professional Competencies:

Business Acumen – Understands and appropriately applies economic and strategic drivers that are linked to dispenser and Beltone success. Understands the bigger picture, industry dynamic and effectively translates this knowledge into relevant practices.

Communication – Clearly conveys information and ideas in a manner that engages the dispenser and helps them understand and retain the message.

Planning and Organizing – Establishes a course of action for self and others to ensure that goals are achieved in a timely and efficient manner.

Building Customer Loyalty – Effectively meeting dispenser and patient needs; building productive relationships and taking responsibility of dispenser and patient satisfaction and loyalty.

Influence- Uses appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modifies

own behavior to accommodate tasks, situations and individuals involved.

Decision Making – Identifying and understanding issues, problems and opportunities; using different sources to make fact based decisions; taking action that is consistent with the available facts, constraints and probable consequences.

Contributing to Team Success – Actively participating as a member of the Sales and Beltone teams to move the teams towards the achievement of goals.

Physical: 80% travel, driving, and flying.

Working Environment: Must be able to handle various working environments (office, field, travel) and work on multiple projects at once. Must be proficient in working in a mobile environment with a laptop and blackberry,

Approval: Anthony Florek, VP of Sales

Date: September 1st, 2009