



REGIONAL MANAGER JOB DESCRIPTION

Job Title: Regional Manager - Central

Department: Sales

Reports To: VP of Sales

Prepared By: Human Resources

Status: Exempt

Date: 4/2025

Position Summary:

Develop and direct sales and related marketing activities through the respective field sales personnel assigned to the region and/or with designated dealers, dentists, group practices, and labs. Develop and communicate objectives both annually and monthly to ensure effective communication and coordination of all related activities between the Headquarters and Field Sales including regular contact with various internal functional areas (i.e., Sales Management, Marketing Managers, Finance, Customer Service, etc.). Utilize understanding and knowledge of the dental market along with product expertise and selling skills/resources to assist in creating effective strategies and action plans to optimize sales results within the assigned region. Mentor other Sales Managers at various levels to develop best practices, high performance, and consistency throughout the sales team.

Essential Duties and Responsibilities:

- Responsible to develop, plan, coordinate and execute regional sales strategies into objectives and action plans for the existing product lines and all new product lines introduced. The incumbent will take into consideration geographical nuances along with A & B customer data, large group practice and dealer utilization as well in these plans.
- Responsible to train, co-travel, mentor, motivate, evaluate, and effectively utilize Field Sales personnel within the territory to meet the sales objectives for the assigned region. Introduce new sales personnel to top Key Accounts, Dealer management, group practice management, and others to help infuse the new person into the territory quickly.
- Responsible to utilize support personnel and other resources of the Company to enhance outside partnerships and other organizational support for accomplishment of territory sales programs, objectives, and results.
- Responsible to directly manage and expand top key accounts, group practices and dealer management in the assigned region to maximize sales and customer satisfaction. Manage enrollment of trade and promotional programs and update specific key accounts on business plan strategies for win-win results. Evaluate and recommend additions to partnership and/or dealer networks, as applicable, that are consistent with Company's strategies and objectives.

- Responsible to assist in developing, executing, and recommending changes to the Company's sales policies and procedures including the Company's annual promotional/trade programs.
- Responsible to analyze, manage and interpret sell-through data for the assigned area to optimize sales, confirm that the Company's sales results are representative of the market performance and evaluate the effectiveness of resource utilization (personnel, freight, value added funds, cost center spending, trade conventions, open houses, etc.). Recommend corrective action as required.
- Responsible to identify, monitor and review sales benchmarks/productivity measures reflective of the sales organization's performance within the assigned region. Take corrective action as required to improve performance.
- Responsible for operational budget targets for the region and those affected by the region ensuring cost control is being practiced by personnel with value added on each expense.
- Responsible to maintain and comply with company policies and procedures as they apply to the position (i.e., scrap processing, money laundering, Code of Conduct, etc.). Maintain proprietary information securely.
- Responsible to utilizes personnel resources and data systems to effectively cover identified schools, universities, and high-volume groups to maximize sales and influence leading opinion leaders within the assigned region.
- Responsible to foster a positive culture & work environment that promotes teamwork and collaboration.
- Responsible for other duties as assigned.

Qualifications / Skills:

- Possess sound business judgment and be able to constantly analyze and enhance daily activities and action plans to maximize sales results.
- Advanced computer skills are required to analyze sales data and customize presentations and training tools.
- Possess strong selling/negotiation skills, communication skills (oral and written), and diplomacy to effectively lead and mentor as well as motivate direct reports, maintain a productive business relationship with accounts and influence internal management (Sales Administration, Marketing, Finance, and Customer Service).
- This position also requires strong sales planning and organizational skills plus the ability to conceptualize, evaluate, and interpret results of actions taken and create counter measures and enhanced action plans for themselves and others that they supervise.
- Knowledge of all federal regulations governing pricing and fair trade is essential.
- Valid drivers' license required.

Education and/or Experience:

- Bachelor's degree desirable
- Minimum of 4 years business to business sales management experience; or 7 years sales experience in the dental industry; or 10 years of business-to-business sales experience
- A combination of front-line business-to-business proven sales results, small and large account management, and proven leadership and mentoring experience

Travel:

- This position requires 25-40% travel. Frequently travel is outside the local area and overnight.

Physical/Mental Requirements & Working Conditions:

Employees/applicants may not pose a direct threat or significant risk to the health and safety of themselves or others. Employee must be able to meet the following requirements with or without the use of prosthetic devices and/or reasonable accommodation.

- Frequent use of hands, walking, sitting, talking, hearing and repetitive motions required.
- Occasional reaching, kneeling, standing, pulling, lifting, grasping, feeling required.
- Requires the ability to lift up to 25 pounds occasionally and up to 10 pounds frequently.
- Requires the ability to see things clearly at 20 inches or less, as is common in visual inspection or computer work.
- This position is not substantially exposed to adverse working conditions. Adherence to universal precautions is required.

Every effort has been made to make this job description as complete as possible. However, it in no way states or implies that these are the only duties or requirements of the job. The omission of specific statements of duties, responsibilities, or expectations does not exclude them from the position.