



ERLPhase Power Technologies Ltd  
74 Scurfield Blvd, Winnipeg, MB, Canada, R3Y1G4  
Email resumes to: [htedla@erlphase.com](mailto:htedla@erlphase.com)

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**Position:** Regional Sales Manager  
**Reports to:** President  
**Location:** Winnipeg, Manitoba, Canada  
**Type:** Permanent full time, 40 hours/week, 8:30AM-5PM, Monday-Friday  
**Compensation:** \$100,000 – \$110,000 salary per year (CAD)  
**Benefits:** 100% dental, extended health insurance, long term disability

### **The Opportunity:**

ERL Phase Power Technologies Ltd seeks a professional, innovative and detailed individual for the position of Regional Sales Manager. If you are a self-starter, customer relationship focused, customer service oriented, a dynamic team player, technically well versed with Power Systems in general and with Power System Protection in particular, enjoy customer interaction as your profession and are looking to build a dynamic career, then this may be the position for you!

The Regional Sales Manager is responsible for developing sales in the assigned region, managing activities of application engineers, technical managers and channel partners, and for the development & implementation of sales strategy. Multi-tasking and time management are critical as the Regional Sales Manager will be managing both a set of accounts as well as a team. You would be working out of your home office (no more daily commuting). Travel up to 50% may be required.

### **Responsibilities**

- Develop relationships with customers to ensure smooth flow of information to them from ERL. You are the key to new and repeat business.
- Plan direct and evaluate the activities of sales departments in commercial, industrial, wholesale and retail and other establishments
- Organize regional and divisional sales operations
- Develop key strategic accounts and relationships with channel partners.
- Manage activities of account managers and channel partners.
- Identify strategic accounts and develop strategy for penetration.
- Promote the company's products within target accounts.
- Develop, implement and update sales plan for the region on a quarterly basis.
- Maintain thorough knowledge of the company's products and applications.
- Maintain awareness of competitive offerings and market positioning.
- Report regularly on progress, prospective customer feedback, developing industry issues, and competitive activities.



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- Participate in ERL marketing and sales activities and industry technical meetings and conferences.
- Follow and improve marketing, sales and engineering quality procedures.
- Other duties as assigned

#### **Skills & Qualifications**

- B.S. in Electrical Engineering or equivalent work experience
- Minimum 5 years-experience in protection of electric power systems
- Proven track record in selling to utilities or complex technical sales in a related field at the senior level.
- At least 5 years' experience in selling complex technology.
- Demonstrated track record of successfully penetrating large accounts in a complex selling environment.
- Experience in managing and motivating sales teams.
- Excellent technical training, speaking and writing skills in English
- Proven experience in Project Management and Project Tendering
- Ability to travel up to 50%
- Ability to learn new skills and assume new responsibilities
- Ability to work cooperatively in team environment
- Background check results satisfactory to ERL
- Negative drug test result(s)
- Ability to work independently or closely with others
- Very strong computer and business software skills
- Exceptional organization and "get it done" skills
- Sense of customer urgency and able to get the Operation moving to a timely solution.
- Proven success in selling complex solutions in Utilities.

#### **Preferred Technical Qualifications**

- Experience in power systems protection relay settings involving transmission lines and substations.
- Experience in power systems recorder applications including 61850, PMU, etc.