

## POSITION DESCRIPTION

**JOB TITLE:** Sales - Applications Support  
**DEPARTMENT:** Sales – Ripley Tools  
**REPORTS TO:** Director of Sales – North America

**POSITION SUMMARY:** The position is responsible for providing sales and applications coverage in support of our product line(s). Overall responsibility is to generate demand in the marketplace for Ripley Company products. Specific responsibilities include:

### PRIMARY RESPONSIBILITIES:

- Sales support to key distributors, reps, and/or customers personnel. Travel with and make joint customer calls with distributor and/or rep sales personnel as required providing technical product support.
- Provide in-house and in-field product training and evaluate the need for more formalized training utilizing other Ripley departments.
- Provide application support with cable samples, sizing, competitive analyzes and new products.
- Establish and maintain superior product knowledge and be capable of explaining features and benefits with product demonstration as well as excellent oral presentation.
- Provide sales management, marketing support, customer service, and applications engineering to all assigned accounts; obtain marketing and competitive research as it evolves in the territory.
- Recommend, attend and/or display at local and major industry trade shows.
- Recommend new products and product enhancements. Assist in the development of new tools (or refinement / modification of existing tools) as requested by the New Product Development Committee and in concert with Engineering.
- Provide technical sales support for inside and outside sales representatives.
- Assist in development of operating instructions for new tools, or revise /update existing tool sheets as necessary.
- Submit scheduled written sales account activity reports and expense accounting as required.
- Promote a professional image of the company, its people and its products.
- Perform other tasks as assigned by Management.

**EDUCATION, EXPERIENCE and SKILLS:** Four to Five years experience in Technical Sales Support or Applications in product line or industry. Must be familiar with product line, and be able to give some technical information to customers and distributors.

**SUPERVISORY RESPONSIBILITIES:** None

**WORKING**

**RELATIONSHIPS:** Sales Manager, Marketing and Sales Director, VP/General Manager, CSR's, Treasurer/Controller, Manufacturing Manager,

**Most Frequent Contacts**

Product Sales Manager  
Sales Director  
CSR's  
Treasurer/Controller  
Manufacturing Manager

**Nature/Purpose**

General Direction  
Overall Direction  
Telephone Sales/Prices  
Budgets  
Production/Shipping Information

This position requires an employment agreement.

This position does not require personal protective equipment unless on shop floor where all are required to wear Safety Glasses.

This position/job description is for reference and guidance only and is subject to change at anytime.

**Note: An individual with a disability will be considered qualified for any position which the person can perform the essential function of the position with or without reasonable accommodation. All essential functions incorporated in this description may be subject to reasonable accommodation.**