

Department: Sales	FLSA Status: Exempt
Reports to: Chief Executive Officer (CEO)	Location: Hybrid – Remote within the Northeast Territory.

Position Summary

Tomcat USA is a leading manufacturer of aluminum truss, staging, rigging, and structural solutions for the entertainment, event, industrial, and architectural markets. As we continue to expand our presence throughout North America, we are seeking a highly motivated, results-oriented **Outside Sales Manager** to lead business development throughout the Northeast region.

This hybrid position is responsible for aggressively developing new business opportunities while strengthening long-term relationships with existing customers throughout **New York, Boston, Philadelphia, Washington, D.C., Chicago, and surrounding territories.**

The ideal candidate is a **true hunter** with a passion for building relationships, creating new business opportunities, and consistently exceeding sales goals. This individual thrives in a fast-paced, KPI-driven environment, is comfortable working independently, and enjoys collaborating with internal teams to deliver exceptional customer experiences.

This position works directly with the **Chief Executive Officer (CEO)** to develop territory strategies, identify growth opportunities, and execute sales initiatives that support Tomcat USA's continued expansion. Success in this role is measured by achieving key performance indicators (KPIs), including revenue growth, new account acquisition, customer engagement, pipeline development, and territory performance.

Essential Duties & Responsibilities

Business Development

- Develop and execute strategic sales plans to grow Tomcat USA's market presence throughout the Northeast territory.
- Aggressively prospect and secure new business through cold calling, networking, referrals, customer visits, trade shows, and industry events.
- Identify and pursue new customer accounts, distributors, dealers, and strategic market opportunities.
- Develop and maintain a healthy sales pipeline while consistently achieving or exceeding monthly, quarterly, and annual sales goals.
- Prepare quotations and actively follow up to convert opportunities into orders.

- Maintain accurate customer information and sales activity within the company CRM system.
- Monitor industry trends, competitor activity, and emerging market opportunities.
- Develop action plans to consistently achieve established KPIs and sales objectives.

Customer Relationship Management

- Build, develop, and maintain long-term relationships with new and existing customers.
- Conduct regular in-person customer visits throughout the assigned territory.
- Understand customer needs and recommend appropriate Tomcat USA solutions.
- Deliver exceptional customer service before, during, and after the sale.
- Resolve customer concerns professionally and efficiently.
- Gather customer feedback to support continuous improvement and future product development.

Territory Management

Manage and grow business throughout the Northeast territory, including but not limited to:

- New York
- Boston
- Philadelphia
- Washington, D.C.
- Chicago
- Additional surrounding territories as assigned.

Develop strategic account plans that maximize customer growth while increasing Tomcat USA's market share.

Technical & Cross-Functional Collaboration

- Work closely with Engineering, Design, Production, Customer Service, Marketing, and executive leadership to deliver outstanding customer solutions.
- Review customer requirements on custom projects and communicate technical information internally.
- Participate in customer presentations, product demonstrations, and project discussions.
- Support trade shows, exhibitions, customer training events, and industry conferences.
- Collaborate with internal departments to ensure quotations, specifications, and deliveries meet customer expectations.

Sales Administration

- Maintain accurate CRM records and customer activity.
- Prepare weekly sales reports, pipeline updates, forecasts, and monthly performance reports.
- Monitor and report progress toward established Key Performance Indicators (KPIs).
- Analyze sales performance and adjust territory strategies to meet or exceed company objectives.
- Submit travel expenses and business reports in accordance with company policies.

Qualifications & Skills

- Minimum **5 years of successful outside B2B sales experience** with a proven record of generating new business and consistently exceeding sales goals.
- **Industry experience is strongly preferred**, including truss manufacturing, entertainment rigging, staging, structural fabrication, industrial manufacturing, construction, or a closely related industry.
- Demonstrated **hunter mentality** with a proven ability to identify opportunities, develop new business, and close sales.
- Experience working in a **goal-oriented, KPI-driven sales environment** with a history of achieving measurable results.
- Proven ability to build and maintain long-term customer relationships through trust, responsiveness, and exceptional customer service.
- Strong negotiation, presentation, communication, and closing skills.
- Excellent organizational, planning, and time management skills.
- **Team player** who collaborates effectively across departments to deliver exceptional customer experiences.
- Highly adaptable with the ability to respond quickly to changing customer needs, market conditions, and business priorities.
- Strong interpersonal skills with the ability to engage professionally and adapt to the business practices and social norms of customers across diverse territories and industries.
- Self-motivated, disciplined, results-oriented, and able to work independently with minimal supervision.
- Proficient in Microsoft Office Suite and CRM software.
- Valid driver's license with a satisfactory driving record.

What We're Looking For

We are looking for an energetic, customer-focused sales professional who enjoys building relationships, opening new doors, and creating new business opportunities.

The ideal candidate is a motivated self-starter with a **hunter mindset** who thrives on developing new accounts while nurturing long-term customer partnerships. They are

adaptable, collaborative, accountable, and passionate about delivering exceptional customer experiences.

They embrace measurable goals, are motivated by performance, and enjoy working in a **KPI-driven environment** where success is measured by revenue growth, new business development, customer engagement, and territory expansion.

This individual enjoys working closely with executive leadership, values teamwork, and is excited to help grow Tomcat USA's presence throughout the Northeast region.

Travel & Working Conditions

- **Hybrid position** consisting of remote work, customer visits, and travel.
- **Up to 50% travel** throughout the assigned territory, including overnight travel as required.
- Frequent face-to-face meetings with customers, prospects, distributors, and industry partners.
- Regular attendance at trade shows, exhibitions, networking events, and customer demonstrations.
- Candidate will be expected to **travel to Tomcat USA Headquarters in Knoxville, Tennessee, as needed** for strategic planning meetings, product training, sales meetings, leadership meetings, customer visits, and other company initiatives.
- Attendance at headquarters is expected when customers, distributors, vendors, international team members, or other visitors are onsite, as well as for team meetings and company events.
- Ability to occasionally lift up to 20 pounds.

Key Performance Indicators (KPIs)

Performance will be evaluated based on measurable objectives, including but not limited to:

- Achievement of monthly, quarterly, and annual sales revenue goals.
- New customer acquisition and new account development.
- Territory sales growth and market share expansion.
- Customer retention and account growth.
- Qualified customer visits and prospect meetings.
- Sales pipeline development and CRM activity.
- Quote-to-order conversion rate.
- Gross margin performance.
- Customer satisfaction and relationship management.
- Timely and accurate reporting, forecasting, and CRM updates.

Training

- Completion of Tomcat USA's comprehensive onboarding and product training program.
- Successful completion of the company's probationary period.
- Ongoing product, technical, and sales training as required.

Compensation

Salary Range: \$72,000 – \$90,000 annually, depending on qualifications, relevant industry experience, demonstrated sales performance, and overall fit for the role.

Additional Compensation: In addition to base salary, this position is eligible for performance-based commissions and incentive programs tied to individual performance and overall company success.

Benefits

- 401(k) Retirement Savings Plan
- Medical, Dental, Vision, and Life Insurance
- Paid Vacation
- Paid Sick Leave
- Paid Holidays
- Professional Development and Ongoing Training
- Company-provided technology and sales support tools, as applicable

Tomcat USA is an Equal Opportunity Employer and is committed to fostering an inclusive workplace where all qualified applicants receive consideration for employment. This revised description aligns your original sales manager position with the strategic growth role you described while preserving the company's emphasis on relationship building, collaboration, and customer service from the original job description.