



JOB OUTLINE

Including Score Card and IDP

Position Information:

Title: Technical Sales Manager - *Kinesys Specialist*
Solid Reporting: VP, Head of UK and Europe Business Development
Dotted Line Local: TAIT Products Leadership
Location: United Kingdom

Position Purpose:

The Technical Sales Manager's role is responsible for building and maintaining strong relationships with our product business customers. The Technical Sales Manager role will frequently meet with their customers, clients, consultants, and 3rd party manufacturers educating them about our products and services and guiding them to make the best decisions. This role will also play a key part in generating new business by identifying opportunities for potential new clients and sales, as well as providing technical expertise and support on our standard products to the rest of the Business Development team.

Main Outcomes of the Position

- Build and maintain productive customer relationships with existing as well as potential new clients in both existing and new markets
- Represent the customer throughout the lifecycle of a purchase or project to ensure success and achieve 100% client retention.
- Learn about the customer's needs and expectations with the view to provide suggestions, product awareness, features relevant to their needs as well as ensure the customer is not ill-informed or disappointed upon delivery
- Build rapport with all entertainment consultancy firms to ensure TAIT/Kinesys products are specified on every project.
- Cement a positive reputation for the business through excellent customer service .
- Complete any required training and development objectives on time.
- Understand the problems and challenges of specific clients and then identify ways the business could better address those needs. Feedback this information to the Products and TAIT leadership teams.
- Gain feedback from Clients on their user experience and general overall opinion of TAIT/Kinesys products.
- Carry out end user product demos.
- Be able to understand and communicate the features of the different products you promote so you can demonstrate how they will address a customer's needs
- Attend trade shows, conferences, and other industry events throughout the year

Key responsibilities/Decision making authority:

- Kinesys, Navigator and iQ products ambassador.
- Mapped to specific clients or consultants, it is the responsibility of this role to develop and maintain relationships with the client, owning the relationship from start to finish.
- Routinely attend bid meetings, site surveys, client meetings in the role of technical specialist to support other members of the Business Development team.
Responsible for guiding the business to ensure we are providing the right solution or product to address the customer's needs.
- Adhere to all workflow/processes in place regarding introducing and running a lead/deal through the organization.



- Responsible for regularly checking in on clients to ensure they are satisfied with the company and keeping them updated on the latest products and services
- Responsible for keeping TAIT's CRM (SELL) updated
- Promote and maintain a positive company image
- Participate in education outreach programs

Foundation / Position Requirements:

- 10+ Years of experience in a Technical or Sales/Business Development role.
- Strong Technical background in entertainment technology – ideally automation and rigging systems
- Able to Demonstrate track record of building and maintaining customer relationships
- Proven history in achieving sales goals.

Unique skills / experience required by the specific role

- Knowledge of entertainment technology
- Deep technical knowledge in TAIT/Kinesys specific product lines