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**Job Title:** Regional Sales Manager  
**Company:** North American Green, Inc., A Tensar Company  
**Location:** Western U.S. & Canada  
**Status:** Full Time, Employee  
**Job Category:** Sales

**Education Level:** Minimum BS/BA degree in Civil Engineering, Marketing or Management with experience selling engineered/technology products and services.

**Submit Resume To:** Julie Eagan at [jeagan@nagreen.com](mailto:jeagan@nagreen.com)

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### **Company Description**

North American Green develops and manufactures products used to provide erosion and sediment control and promote vegetation growth after construction. Our rolled and hydraulically-applied erosion control products include short and extended-term degradable erosion control blankets, reclaimed cotton plant fiber hydraulic mulches, and permanent turf reinforcement mats. Our hydraulically-applied erosion control products offer greater soil protection and re-vegetation benefits than traditional alternatives, such as loose straw and common wood-based hydro-mulch. Our patented composite turf reinforcement mats provide erosion control and long-term reinforcement for vegetation on steep slopes and areas subject to high velocity water flow, such as streams and channels. These solutions are safer, faster and much more cost-effective than traditional materials such as rock riprap and concrete.

### **Job Description:**

The Regional Sales Manager will report to the President of Tensar Environmental Site Solutions and will be a member of the field sales team.

The Regional Sales Manager is responsible for managing, directing and setting key financial and non-financial objectives for their sales region. In addition, responsibilities include the management of all distributor channels within their region of responsibility for North American Green products.

The current business is segmented by independent distributors, dealers, manufacturers' reps, contractors/installers and specification agencies. The successful candidate will have demonstrated proficiencies in each of these areas.

### **Primary Duties**

- **Develop an Effective Regional Sales Strategy**
  - In conjunction with marketing and technology development, develop an annual business plan that includes strategic/tactical initiatives, business overview by sector, profitability forecast, personnel needs and organizational requirements, market trends and conditions, and expense requirements.
  - Identify growth opportunities in their region and determine how to create demand for North American Green's products by educating influencers and specifiers about erosion control techniques.

- Deliver Outstanding Sales Results
  - Provide leadership and direction for their distributors' sales teams, through training and field work.
  - Maintain oversight and accountability for average selling prices, overall profitability, and volume sold in their region.
  - Increase sales through superior customer targeting, innovative sales incentive programs and sound tactical strategies that hold distributors accountable for results.
  - Develop corrective action plans if revenues or profitability fall short of expectations.
- Manage the Distribution Channel
  - Oversee the leadership and direction of the distribution network, including selection, development, and training of distributors and dealers.
  - Establish key relationships with distributors' executive management teams.
  - As appropriate, guide distributors in improving their own sales management techniques and performance.
- Manage the Sales Function
  - Develop and monitor sales forecasts and budgets. Develop and monitor metrics to aid in the short- and long-term forecast of sales in the various markets within their region.
  - Develop and monitor distributor performance

**Requirements:**

- Five or more years of successful experience in engineered/technology product sales. Experience in the sale of construction products is a plus.
- Possess a strong knowledge of various distribution channels.
- A willingness to be "hands on" during the bidding process of major projects.
- Develop and implement sales strategies for profitable growth.
- Demonstrated leadership, communication, and interpersonal skills.
- Confident, flexible, "down-to-earth" leadership style with the ability to interact with all levels of customers, personnel, and management.

**Other Key Skill Requirements**

- Excellent communication skills, including ability to build and deliver presentations throughout all levels of the organization.
- Ability to manage high level relationships at our key accounts.
- Computer proficiency in Word, Excel and PowerPoint.
- Outstanding time management/organizational skills.

**Compensation**

- North American Green offers a competitive base salary with outstanding bonus potential and a progressive benefits package. The position will require travel up to 80% of the time.