



## **District Sales Manager / Inside Account Manager - Minnesota**

### **Drive Growth. Build Relationships. Shape Your Territory.**

Are you a results-driven sales professional ready to take ownership of your success? Lapp Tannehill is seeking an experienced District Sales Manager to lead business development in a dynamic territory while building lasting customer relationships and driving revenue growth.

### **What You'll Do**

#### **Own Your Territory**

- Hunt for new business opportunities while expanding existing accounts through strategic relationship building
- Maintain 6-10 points of contact within each account to maximize penetration
- Manage your calendar and territory effectively to optimize coverage and results

#### **Drive the Sales Process**

- Identify and close large opportunities with clear focus areas
- Collaborate with customers on design projects and technical solutions
- Leverage CRM and pipeline management tools to track and develop opportunities
- Convert leads from trade shows, PEC reports, and digital channels into revenue

#### **Build Strategic Partnerships**

- Work closely with manufacturer representatives on joint business development
- Coordinate with Sales Development and Operations teams for optimal territory management
- Attend local and regional wire & cable, industry, and OEM shows to maintain market presence

### **What We're Looking For**

#### **Technical Excellence**



- Strong technical skills with the ability to understand technical concepts and provide hands-on demonstrations of our products
- Relevant knowledge of Industrial Connector products (IDC, ÖC, Epic preferred)
- Proficient computer skills with ability to learn our business and processes

### **Sales Excellence**

- Proven success in market research, cold calling, lead qualification and closing business
- Experience with CRM and opportunity pipeline management
- Strong negotiation skills and forecasting abilities
- Multi-level opportunity management across customer segments

### **Personal Qualities**

- Self-motivated individual who is driven for success
- Outstanding relationship building skills and committed team player
- High level of integrity
- Customer discovery expertise - you know how to ask the right questions
- Ability to develop unique value propositions by customer type and market segment

### **Education & Experience**

- Bachelor's degree in engineering, business, or related field (or equivalent experience preferred)
- Minimum 2-3 years prior experience in the distribution industry and/or direct selling
- Travel required within assigned territory

### **Your Authority & Impact**

#### **Decision-Making Power**

- Apply standard pricing and negotiate within approved discount thresholds
- Authorize samples, demonstrations, and standard payment terms
- Develop and execute territory-specific account strategies
- Recommend trade show participation and account tier classifications

#### **Growth Opportunities**

- Manage territory expense budget within approved limits



- Participate in manufacturer training programs and industry events
- Build relationships with local and regional manufacturers face-to-face

### **Success Metrics That Matter**

#### **Quarterly & Annual Targets**

- Meet revenue targets and maintain 1:1 booking ratio
- Achieve 2.5x pipeline size of total territory
- Complete 15+ sales calls per week (face-to-face or virtual)
- Execute 3+ manufacturing partner calls per quarter

#### **Professional Development**

- Regular coaching and skill development opportunities
- Performance monitoring with clear advancement pathways
- Joint sales calls for continuous improvement

**Compensation/Benefits:** After thorough market analysis, LAPP takes many factors into consideration when determining base salary such as experience, knowledge, skills, abilities, etc. of the candidate. The base salary range for this role is \$75,000 - \$85,000 plus participation in LAPP's bonus plan. We also offer a comprehensive benefits package including Medical, Vision, Dental, Paid Time Off, Paid Holidays, 401(k), HSA/FSA, Life Insurance, and more!

*LAPP is an equal opportunity employer committed to building a diverse and inclusive team.*

**Apply today and start building your sales success story with us.**