

**The Role**

The Territory Sales Manager (TSM) is responsible for developing and expanding relationships with existing and potential channel partners within the industry. The TSM will be the face of thermal imaging camera branded product lines for all distributors/dealers and end users within the EMEA region.

Key countries of focus include but are not limited to: Germany, France, Poland, UK, Italy and Spain.  
Reports directly to the Director of Sales.

- Territory to be covered is Europe. Meet and exceed the assigned booking goals for the territory.
- Evaluate and appoint new channel partners as required. Motivating and working with the distributors/dealers, end users and influencers to drive demand.
- Set up and agree sales goals and objectives with channel partners. Request sales forecasts from them in an effective and timely manner. Continued follow-up of prospects and weekly reporting (+forecast) is required.
- In cooperation with channels participate and support all training events, trade shows and customer demonstrations.
- Provide training and support to customers and end-users to build awareness and create preference for products.
- Work closely with Customer Support, Product Management, Marketing, Finance and leadership to deliver the best customer experience to all partners and end users.
- Manage Customer relationship: expectations, needs, concerns, etc.
- Meet or exceed monthly/quarterly/annual activity initiatives
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders
- Develop and track key customer metrics
- Required to extensively travel throughout territory to help build partnerships and maximise sales from the channel.

**The Candidate**

- Experience in selling to channel reseller partners within the Fire Industry
- Experience selling thermal technologies is not required, but would be a plus.
- Must have experience in managing channel partners throughout the EMEA region that are specifically selling fire related products to fire brigades, fire departments and other fire related professionals
- Proven ability to manage multiple projects at a time while paying strict attention to detail
- BA/BS degree or equivalent business experience
- Excellent listening, negotiation, presentation, verbal and written skills
- 7-10 years in a channel sales role, national account manager, sales leadership role selling fire related products to fire industry professionals
- Strong computer skills required
- A high degree of self-initiative and integrity required
- Experience in selling to channel reseller partners within the Fire Industry
- Ability to combine a high degree of technical knowledge with good sales and communication skills.
- Ideal candidate can be located in Europe and work remotely.