



**MICRO 100 SUPER CARBIDE TOOLS  
CAREER OPPORTUNITY**

**Job Title:** Sales and Marketing Manager  
**FLSA Status:** Exempt  
**Reports To:** CEO  
**Base Location:** 1410 E. Pine Ave., Meridian, ID 83642

**About Micro 100 Tool**

Micro 100 is an OEM manufacturer of carbide cutting tools. Employees at Micro 100 are given opportunities to innovate best practices and advance in their careers by attending seminars and higher learning programs. Micro 100 offers an extensive benefits package including medical, dental, vision, EAP, life, short and long-term disability, 401(k), vacation, personal leave, merit pay, and monetary awards. Micro 100's company culture is to value and respect employees resulting in a low turnover rate.

**Position Overview**

The Sales and Marketing Manager position is responsible for establishing the sales and marketing targets to meet the company sales and marketing objectives. Responsible for developing strategic sales plans based on company goals promoting sales growth and customer satisfaction for the organization. The Sales and Marketing Manager is responsible for the overall productivity and effectiveness of the sales organization. The Sales and Marketing Manager fosters close working relationships with internal and external stakeholders to ensure the sales and marketing organization's efficient operation and success.

**Essential Functions**

- Provide leadership for all managers and employees of the department.
- Submit weekly sales reports and updates to the President.
- Recruit, train, supervise and evaluate department staff.
- Develop annual sales plan in support of organization strategy and objectives.
- Develop plans and strategies for developing business and achieving the company's sales goals.
- Initiate and coordinates development of action plans to penetrate new markets.
- Direct implementation and execution of sales policies and practices.
- Maintain accurate records of all pricings, sales, and activity reports submitted by Direct, Dealer and Independent Sales Representative Networks.
- Manage the sales teams, customer service, graphics designer, operations and resources to deliver profitable growth.
- Prepare action plans by individuals as well as by team for effective search of sales leads and prospects.
- Define and coordinate sales training programs that enable staff to achieve their potential and support company sales objectives.
- Put in place infrastructure and systems to support the success of the sales function.
- Manage customer expectations and contribute to an elevated level of customer satisfaction.
- Manage all new and key customer relationships and participate in closing strategic opportunities.
- Monitor customer, market and competitor activity and provide feedback to company leadership team and other company functions.
- Recommend sales strategies for improvement based on market research and competitor analyses.
- Implement approved distribution strategies.
- Coordinate and attends trade shows, industry group meetings, dinners, and shows.
- Manage multiple channel selling strategies
- Oversee the performance and development of the Direct, Dealer and Independent Sales Rep Networks.
- Control expenses to meet budget guidelines.
- Travel for in-person meetings with customers and partners to develop relationships.
- Perform other related duties as assigned

**Competencies & Behaviors**

- Problem Solving/Analysis.
- Business Acumen.
- Strategic Thinking.
- Results Driven.
- Customer Focus.
- Technical Capacity.
- Communication Proficiency.
- Marketing & Sales Expertise.
- Demonstrated ability in all aspects of sales leadership.

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**Accountability and Performance Measures**

- Achievement of firm sales, profit, and strategic objectives.
- Accountable for the on-time implementation of sales organization quotas and performance objectives.
- Accountable for the thorough implementation of sales organization-impacting initiatives.
- Responsible for the efficient allocation of technology, support, and training resources impacting the sales organization.
- Accountable for accurate and on-time reporting essential for sales organization effectiveness.
- Achievement of strategic objectives defined by company management.

**Required Qualifications**

- Four-year college degree from an accredited institution.
- Minimum five years of sales or sales management experience in a business-to-business sales environment.
- Minimum five years in a sales operation, business planning, or sales support management role. Experience successfully managing analytically rigorous corporate initiatives.
- Experience within the cutting tool industry with detailed knowledge and understanding of the industry's they serve into, such, aerospace/aircraft, medical, electronics, auto and light truck, over the road and general engineering.
- PC proficiency.

**Preferred Education and Experience**

- Master's in business administration (MBA) or equivalent preferred.
- Background in a hands-on environment in a machine shop or any manufacturing where the use and understanding of theory and practical use and applications of cutting tools and shop supplies.

**Travel**

- This position requires extensive travel. Most travel is outside the local area and overnight. Some of the travel is international.

**Physical Demands**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand, walk; use hands to finger, handle or feel; and reach with hands and arms. This position requires the ability to travel to attend trade shows and industry events throughout the year which may result in prolonged periods of standing and walking.

**How to Apply**

Complete an application @ <http://www.micro100.com/company/careers/>

Send completed electronic applications, resumes and cover letters to: [ndug@micro100.com](mailto:ndug@micro100.com)