



Position: Area Sales Manager

ASM Territory: Dallas & Ft. Worth, Texas

Job Type: Full-time / Entry-level Sales Position

Job Description

HELUKABEL® USA, Inc. has an opportunity for a Area Sales Manager to develop and execute sales and marketing activities to OEM customers, integrators, contractors, and distributors. This position requires a highly motivated and organized self-starter who can quickly develop and maintain knowledge of HELUKABEL® products and solutions.

Responsibilities:

- Develop and implement effective sales strategies for the region of Dallas and Ft. Worth, Texas (no direct reports)
- Meet/exceed regional sales quota of HELUKABEL® products, business segments and corporate strategy as established by management.
- Execute direct channel sales calls with OEM/MRO, Integrator, Contractor, Distributors and projects on a regular basis to achieve defined quotas
- Conduct hands-on training sessions at OEM, authorized distributors, system integrators, contractors, and customer sites
- Work with Senior RSM, RSD, Inside Sales and Marketing Team
- Become proficient in industrial wire and cable solutions for all vertical markets (automation, material handling, food & beverage, robotics, automotive, pulp paper)
- Learn, utilize and in time train SAP CRM database processes for activities, leads and opportunities
- Provide forecasts and budget updates to the Regional Sales Director
- Follow-up on leads, quotations and orders within the assigned territory
- Provide timely expense reports, Motus mileage reporting, sales call activity and opportunity tracking
- Be aware of competition and market trends as related to territory and industry
- Travel overnight 0-50% as dictated by assigned territory and to corporate headquarters and areas inside/supporting region

Desired Skills and Preferred Experience:

- **Outside Industrial Sales Experience:** 1-3 years of industrial sales experience; technical applications for industrial cable are a plus
- **Territory Knowledge:** An understanding of the territory's customer base and targets and how to navigate for industrial automation manufacturing, machine building and distribution
- **Product Knowledge:** Some industrial wire and cable experience is extremely beneficial (i.e., previous experience working for an electrical cable distributor or wire and cable manufacturer)
- **Application Knowledge:** Industrial plant and/or factory automation experience including VFD's, servo's plc's, data comm, etc. cable assembly and harnesses, continuous-flex cables for drag chain and/or robotic dress pack applications.



- **Industry Knowledge:** Having some experience working in the electrical side of industrial plant automation and/or through direct channel partners (distribution, integrator, contractor, etc.)
- **Customer Base Knowledge:** Ability to develop and manage multiple OEM/MRO, distributors, integrators, and contractors in the industrial automation, material handling, food & beverage, automotive, robotics and/or electrical distribution industries
- Ability to utilize SAP CRM and execute basic Microsoft Word, Excel and PowerPoint requirements for presentations, strategies and reporting
- Ability to prepare monthly management reports and annual forecasts for budgeting
- Excellent organizational skills, detail-oriented, ability to plan (4-week calendar) and execute sales strategies efficiently and productively

Compensation & Benefits:

- Remote Position (Reimburse Expenses)
- Competitive Base salary with uncapped monthly commissions (approximately 60/40 ratio)
- Monthly fixed car allowance plus monthly variable mileage reimbursement
- Health, dental, life insurance
- 14 PTO days after 90 days employment
- Simple IRA 3% Match

About HELUKABEL®

For more than 40 years, HELUKABEL® has been one of the most successful and fastest growing companies in the field of industrial cable and wire. With an extensive portfolio containing over 33,000-line items, and 63 global locations, multiple international manufacturing locations, 33 distribution facilities combined with an expansive network of exclusive partnerships around the globe, we are able to deliver orders within extremely short delivery times.

Application Submission Options

Please apply via email to career@helukabel.com with subject line Area Sales Manager - Dallas & Ft. Worth TX

or online by [clicking here](#).