

REGIONAL SALES ENGINEER JOB DESCRIPTION

Position Title:	Regional Sales Engineer
Location:	Home Office Based (Preferred Locations include Denver, Salt Lake City and Phoenix)
Region:	West (CO, UT, MT, WY, NM, AZ, ID, WA, OR, NV, CA, HI, AK)
Reports To:	Sales Director
Skill Requirements:	Excellent interpersonal and written and spoken communication skills. Must be willing to travel throughout region. Prior field sales or management work in access control, security and/or parking industries preferred.
Minimum Education Requirements:	Four-year degree or equivalent experience in sales, marketing or the industries described above.

Magnetic Automation Corp

Founded in 1946, Magnetic AutoControl [\(3\)](#) became a well established and leading international provider for vehicle access control and pedestrian access control products for high profile locations around the world. Its US division, Magnetic Automation Corp [\(4\)](#), located in Rockledge, FL was established in 1990. Primary products include parking gates, parking and revenue control hardware, turnstiles, automated pedestrian barriers, electronic gates for automated immigration processing and trusted traveler applications, super high speed toll road vehicle barriers and other related equipment [\(5\)](#).

Current users of Magnetic Automation Corp equipment include toll road authorities, parking authorities, airports, sea ports, residential communities, mass transit authorities, prisons, military facilities and other similar locations requiring heavy usage and guaranteed performance.

Some of the more unique gate solutions are targeted for passenger terminals, mass transit, border crossings and other sites utilizing automated fare collection or biometric verification. Using highly advance technology referred to as MHTM (Magnetic High Torque Motor) which offers maintenance-free operation in excess of 10,000,000 cycles, these gates are quite unique. Probably the most internationally recognized (not as much in the USA) automated gate solution is called the E-gate. The E-gate (electronic gate) was first installed in Singapore back in 1996. Using biometric readers (fingerprint) and access control cards, nationals could proceed through immigration checkpoints at astonishing rates. Since 1996, similar gates have been installed for both automated immigration processing and trusted traveler solutions (similar to the Registered Traveler program in the USA) at locations such as UAE, Australia, China, Malaysia among others. The E-gate [\(6\)](#) is also commonly referred to as a "smart gate" or "auto gate", using such technologies as facial recognition readers, fingerprint readers, iris readers and other innovative products.

The Magnetic Automation Corp sales and manufacturing operation is based in Rockledge, FL while the remaining companies within the Magnetic AutoControl group operate out Germany, Australia, Brazil, China, France, India and Malaysia. By having operations worldwide, Magnetic is able to provide local market expertise and support either directly or via channel partners such as major system integrators and an authorized dealer network.

Furthermore, the Magnetic AutoControl Group is part of CRH Fencing & Security [\(7\)](#). CRH Fencing & Security is a 100% subsidiary of CRH plc [\(8\)](#), an international building materials group. CRH plc,

headquartered in Ireland and active in more than 25 countries, has over 66,600 staff and a turnover of more than 14 billion Euros. CRH F&S Group, with its registered office in the Netherlands, is an international group of companies occupying a leading position in Europe in the field of outdoor security. The collaboration and synergies between the vast amounts of companies within the CRH Group allows Magnetic Automation Corp to focus on its strengths and expand effectively into new markets while maintaining a solid financial structure.

DUTIES OF POSITION:

Specific Responsibilities:

1. Application Engineering: The Regional Sales Engineer must have technical knowledge of our products. This involves three categories:

- A. Product performance and specifications
- B. Application of products to specific industries and processes
- C. Product troubleshooting

"A" is easily learned, as the bulk of the knowledge is contained in our equipment specifications, literature and other documentation. "B" and "C" are more difficult and are gained by experience, training and/or interaction with other personnel.

2. Motivation and education of our sales channel network throughout the West region. Our equipment representatives/dealers/distributors/integrators handle other lines, and your objective will be to get them to spend a maximum amount of time selling our products.

Specific Responsibilities (cont):

- 1 Penetration of new markets where Magnetic Automation does not have distribution. Recruitment and cultivation of high quality Rep prospects as a method of expanding our export business.
- 2 Evaluation of Reps already established. The establishment of realistic sales quotas and methods of assisting Reps to attain the quotas.
- 3 Conduct product training and application seminars for Reps and customers, both at the factory and in the field. The seminars will cover equipment application, new products, sales techniques, etc.
- 4 Termination and Replacement, when necessary, of Reps not performing to the benefit of Magnetic Automation Corp's sales and marketing goals.
- 5 Trips to support, evaluate and train new and existing Rep personnel. This includes participation in trade shows, help troubleshooting products in the field, and evaluating product applications in the West region (amongst others when necessary).
- 6 Ongoing search for products for which Magnetic Automation Corp might obtain marketing rights in order to expand existing product offerings.
- 7 Participation in planning and formation of Magnetic Automation Corps marketing and sales strategy.
- 8 Quotations: Timely preparation and submittal of quotations to Reps and to other customers. These may be simple verbal quotations, or may involve extensive technical documents supplied by potential customers.
- 9 Maintain the correspondence and quote files.
- 10 Ensure that orders received have the correct financial documentation and back-up so that payment is assured. May assist Accounts Receivable in matters of collection.
- 11 Other duties as assigned, including but not limited to the following:
 - A. Assistance in marketing promotions, literature, and competitive information.
 - B. Hosting visiting Reps, customers, etc at the factory in Rockledge, FL when necessary.

General Responsibilities:

- 1 Communicate with our customers and Reps to answer their technical questions.
- 2 Interact with other departments in the organization to insure the proper handling of
- 3 Travel within respective region to increase our volume of business through work with Reps, trade shows, and customers.

Compensation

Compensation is open to negotiation, depending on an individual's experience, record of accomplishment, and demonstrated earning power.

We offer a competitive benefit program that includes:

- 1 Medical and dental insurance
- 2 Life insurance
- 3 Short and long term disability
- 4 401(k) Retirement Plan with company contribution
- 5 Paid vacation and Holidays

Basis of Selection

We evaluate each candidate in terms of the company's needs and requirements, our estimation of how well the candidate will perform in the job (based on their education, experience, and skills), and the individual's advancement potential. The person selected will undergo interviewing and reference follow-up to assist in determining his or her capability for success in this position.

We do not discriminate against any employee or applicant for employment based on race, color, sex, age, religion, national origin, disability or veteran status.

Summary

This position is for an enthusiastic and energetic person based out of their home office who would like to join a progressive and growing company. We offer a pleasant working environment, excellent team members and a great opportunity to advance your career with a well respected equipment manufacturer.

Contact

Please send resume, cover letter and salary history via email, fax or postage to the following:

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Sales Director
Magnetic Automation Corp
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