

A sleek, modern Airbus H160 helicopter is shown in profile, flying over a mountainous landscape. The helicopter is white with blue accents and the Airbus logo. The tail rotor has the number '1160' on it. The background shows a sunset or sunrise over a range of mountains.

# AIRBUS

## ***WE'RE LOOKING FOR A REGIONAL SALES MANAGER POSITION LOCATION: EASTERN CANADA***

The Sales Manager reports to the VP Sales & Marketing, and is responsible for representing Airbus Helicopters Canada Ltd in a specific geographical area regarding sales and lease of aircraft and related services. In this position the Sales Manager promotes all products AHCA has to offer in order to generate new business and build relationships with potential customers. The Sales Manager actively monitors the Helicopter market and identifies potential customers to satisfy to their needs.

### **MAIN RESPONSIBILITIES**

#### **Sales Generation**

- Perform follow up on sales leads generated by prospect/customer calls, aircraft demonstration tours and/or "cold calls".
- Maintain contact with AHNA customers by regular and/or periodic visits to their sites, with the goal of booking new helicopter sales. Activities include:
  - Diversify contacts within AHNA customers beyond primary contact to develop and maintain broad customer knowledge and needs.
  - Establish meetings with existing AHNA customers and end-users a minimum of four times annually to maintain awareness of AH status including near, mid, and long-term purchase requirements.
  - Stage and integrate prospecting sales call activities into customer meeting schedules and travel routing.
  - Meet with each non-AHI customers or end user a minimum of three times annually to gather intelligence on future opportunities.
- Coordinate customer and prospect meetings/data exchange with appropriate AHI Market Segment Sales manager (MSM).
- Assist in the development of territory marketing and sales strategies and forecasts to remain competitive in anticipation changing market conditions.
- Develop strategies and relationships with AHNA Customers or Sales Prospects to foresee and execute the necessary steps to move a Prospect through the Sales Process to secure new helicopter Sales Booking
- Maintain knowledge of competitor's products and sales activities, and possesses an awareness of the comparison to AHI products.
- Interface with the Program Management Team, Delivery Manager, and Marketing/Events Department to ensure that aircraft deliveries are in accordance with customer and company standards as required.
- Exchange intelligence and share customer feedback as appropriate with Territory CSM and Regional Technical representatives on a minimum bi-weekly basis
- Perform aircraft demonstrations and ferry responsibilities as required.

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[www.airbushelicopters.ca](http://www.airbushelicopters.ca)





## Market Analysis

- Compile data and prepare market analysis and forecast presentations for quarterly marketing meetings.
- Attend local and national trade shows and exhibits for purposes of developing new business contacts and general public relations activity.
- Assist in the recommendation of policy change as it relates to advertising and promotions.

## Administration and Reporting

- Prepare and submit timely/accurate reports including detailed customer prospect contacts, expense reports and plans for upcoming week.
- Compile data and prepare formal and informal presentations for prospective customers
- Monitor travel and related budgets to operate within company guidelines.

## MINIMUM JOB REQUIREMENTS

- University Bachelor's Degree in Business, Marketing, Aviation or related field.
- Minimum 7 years direct marketing/sales experience in the aircraft/helicopters industry
- Prior experience as helicopter pilot is preferred
- Strong sales and marketing techniques is preferred

## EXPERIENCE

- Strong written and verbal communication skills are required (French-English)
- Proficiency in sales of Aeronautic products
- Advanced computer skills
- Ability to multitask and set priorities
- Excellent organizational skills
- Business oriented
- Problem solving skills
- Project Management Skills
- Demonstrated Sales competences
- Decision making and ability to arbitrate in a timely manner
- Work independently under general supervision
- Ability to work under pressure and deadlines
- Ability to set targets and follow set action plan to reach them

**Interested applicants can apply on our online portal via [ApplicantPro](#).**

**We would like to thank all applicants however, only those selected for an interview will be contacted**

