

**The Ragland Group**  
[www.raglandgroup.net](http://www.raglandgroup.net)  
[arpasearch@raglandgroup.net](mailto:arpasearch@raglandgroup.net)

**ARPA USA**  
**Position Description**

**TITLE:** Eastern Regional Sales Manager - USA

**REPORTS TO:** General Sales Manager

**FLSA Status:** Exempt

**Prepared Date:** July 20, 2011

**Approved by:** Commercial and Marketing Director Arpa SpA

**COMPANY DESCRIPTION:**

Since 1954 Arpa Industriale has been designing and manufacturing panels with very high quality HPL technology for the most diverse applications: from architecture to interior design, from healthcare to shipyards, from transport to hospitality, from retail to kitchens. It offers a vast range of choices of products, extremely varied in both structure and appearance. Arpa HPL are produced at the 150,000 sqm plant in Bra, Piedmont, with all the expression of lively and original creativity that the “made in Italy” label stands for. The over 50 years of investment in research & technology and staff training have enabled Arpa to gain a leading position on the international markets and a reputation for great reliability: it is an industrial firm that stands out for the expertise of staff, the quality and variety of what it offers, its manufacturing flexibility and its range of services.

As a member of the Arpa USA leadership team, you will develop, manage and administer sales activities for the organization’s Interior Products and Services within the United States and Canada. Position will call on ARPA resellers, architects, designers, millworkers, display booth manufactures, and general contractors. Target markets include hospitality, corporate, healthcare, furniture, and trade shows. This position reports to the General Sales Manager – USA.

**ESSENTIAL DUTIES AND REPSONSIBILITIES:** *The following statements are intended to describe the general nature and level of work being performed by an individual assigned to this job. Other duties and responsibilities may be assigned.*

- Manages the sales development of ARPA sales within the United States by maintaining a constant awareness of markets and pursues profitable opportunities for ARPA sales.
- Develops new project opportunities through personal sales efforts with architects, interior designers and display booth firms involved with new development or renovation work for existing building interiors.
- Coordinates efforts with independent representative agency to achieve a high sales close rate for existing opportunities identified by agency.

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- Creates short and long term sales plans to penetrate new architectural firms, new developers and new property owners currently not called upon by our independent representative agency. Executes sales plans created within agreed upon timelines.
- Promotes organization's products in formal presentations to architects, designers and targeted organizations.
- Acts as a facilitator and provides recommendations to senior management with key sales information as it relates to markets and regions.
- Responsible for the timely management and communication across all parties to ensure successful sales implementation of programs.
- Maintains accurate project details and developments within project management database.
- Maintains discipline to stay within assigned sales and expense budgets.

**QUALIFICATIONS:**

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

**TRAVEL REQUIREMENTS:**

This position is primarily based out of a home office environment.

This position requires travel responsibility due to the local geographical assignment. Candidate must be willing and able to travel approximately 50% of their time without difficulty. Travel will also require a valid passport for international travel (to company facilities and events) as well as periodic travel to the company headquarters for meetings and events.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to learn the organization's products, sales and marketing techniques and financial principles.
- Ability to effectively work the position territory through knowledge of industry contacts such as architects, design professionals, millworkers and other key professionals.
- Ability to read, analyze, and interpret general business periodicals and professional journals.
- Ability to write reports and business correspondence.
- Ability to effectively present information and respond to questions from a wide variety of individuals, including customers, architects, designers and senior management.
- Ability to add, subtract, multiply, divide in all units of measure, using whole numbers, common fractions and decimals.
- Ability to define problems, collect data, establish facts and draw valid conclusions.
- Ability to balance team and individual responsibilities and contribute to building a positive team spirit.
- Exhibit sound and accurate judgment.

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- Ability to support and explain reasoning for decisions; include appropriate people in decision making process.
- Prioritize and plan work activities of self and team; plan additional resources within the scope of assigned responsibilities.
- Set goals and objectives for self and team; develop realistic action plans.
- Approach others in a tactful manner; react well under pressure; demonstrate accountability for self and team; follow through on commitments.
- Possess a general knowledge and ability to work in Microsoft Word, Excel and PowerPoint.
- Possess a valid and unencumbered driver's license.

**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; reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job the employee is regularly required to sit, use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to stand; walk and reach with hands and arms and stoop. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception and ability to adjust focus. The employee is frequently required to drive a standard passenger vehicle and fly on a commercial airplane.

**WORK ENVIRONMENT:**

*The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is usually moderate. The employee is occasionally exposed to hot/cold conditions, vibration, odors and loud noises (e.g., types of conditions relative to a factory setting). The work environment may range from a typical office setting to a car, plane, construction job site or factory.

Requests for the full position profile should be submitted, electronically, in confidence, to Charlie Ragland, the Ragland Group consultant assisting Arpa USA with this search at [cragland@raglandgroup.net](mailto:cragland@raglandgroup.net).