

## **Position Description**

### **Outside Technical Sales / Service Support Representative**

**Gades Sales Company, Inc. – Wichita, Kansas**

#### **Position Classification**

- **Status:** Full-Time, Exempt
- **Location:** Wichita, Kansas (Corporate Headquarters – 5801 W. Harry St., Wichita, KS 67209)
- **Territory:** Assigned Gades Sales Company Territory (Kansas, Oklahoma, Missouri, Colorado, and surrounding regions as directed)
- **Reports To:** Sales Manager / ITS Sales Engineer/ President & CEO
- **Travel Requirement:** Frequent travel required

#### **Position Summary**

The Outside Technical Sales / Service Support Representative is responsible for driving sales growth, providing technical expertise, and supporting customer relationships within the Intelligent Transportation Systems (ITS) and traffic signal industry. This role combines field sales, technical consultation, and service support, requiring strong knowledge of traffic signal systems, controllers, detection technologies, and related infrastructure.

The position serves as a key liaison between manufacturers, public agencies, consulting engineers, and contractors, ensuring that Gades Sales Company products and solutions are effectively specified, sold, and supported throughout the project lifecycle.

#### **Essential Duties and Responsibilities**

##### **A. Sales Development & Customer Engagement**

- Conduct regular sales and service calls with:
  - Governmental agencies (City, County, State DOTs)
  - Consulting engineering firms
  - Contractors and integrators
- Promote Gades Sales Company products and influence project specifications.
- Identify, develop, and secure new business opportunities within the assigned territory.
- Maintain and expand relationships with existing customers to drive repeat and add-on sales.

- Represent the company at industry meetings, trade shows, and professional associations.

## **B. Technical Sales & Solution Support**

- Provide technical consultation on:
  - Traffic signal systems and controllers (e.g., ATC, NEMA TS2)
  - Central traffic management systems (e.g., TACTICS, Studio)
  - Detection technologies (video, radar, LiDAR)
  - ITS infrastructure and communications systems
- Analyze customer requirements and recommend appropriate solutions.
- Coordinate with manufacturers to ensure accurate application of products and systems.
- Deliver product demonstrations, presentations, and technical training to customers.
- Support pre-sales and post-sales technical needs.

## **C. Bidding, Quotes & Order Management**

- Respond to bids, RFQs, and customer inquiries in a timely and professional manner.
- Prepare and deliver accurate quotes within 48 hours when feasible.
- Follow up on all leads, proposals, and pending opportunities.
- Process and submit sales orders accurately and promptly.
- Ensure compliance with project specifications and customer requirements.

## **D. Territory & Business Management**

- Develop and execute a territory-specific sales strategy in coordination with leadership.
- Analyze territory performance and identify growth opportunities.
- Track and report sales activity, forecasts, and performance metrics.
- Develop annual business plans for assigned manufacturers and product lines.
- Meet or exceed revenue, profitability, and growth targets.

## **E. Administrative & Reporting Responsibilities**

- Maintain accurate records of:
  - Customer contacts
  - Quotes, bids, and sales activity

- Project specifications and communications
- Document all activity using company systems (e.g., CRM, Microsoft OneDrive).
- Submit required reports and updates to management on a regular basis.
- Support operational and administrative needs of the assigned territory.

#### **F. Training & Professional Development**

- Continuously develop knowledge of:
  - Traffic signal equipment
  - ITS technologies
  - Manufacturer product lines
- Attend required training, conferences, and industry events.
- Provide training and knowledge transfer to customers and internal staff.

#### **G. Travel & Field Operations**

- Travel regularly within the assigned territory to meet customers and support projects.
- Utilize a **personally owned, properly insured vehicle** for business travel.
- Maintain flexibility to attend:
  - Trade shows
  - Customer meetings
  - Training sessions
  - Corporate meetings

#### **H. Additional Responsibilities**

- Collaborate with leadership to develop and implement sales processes and strategies.
- Identify and pursue new and emerging markets within the ITS and transportation sector.
- Ensure high levels of customer satisfaction through responsive service and communication.
- Perform additional duties as assigned by management.

#### **Workday Expectations**

During a typical workday, the employee will:

- Engage with customers through in-person visits, calls, and virtual meetings.
- Develop technical solutions aligned with customer needs.
- Prepare quotes, proposals, and follow-ups.
- Coordinate with manufacturers and internal team members.
- Analyze sales data and manage territory performance.
- Provide technical support and training as needed.

### **Minimum Qualifications**

- High school diploma
- Experience in traffic signal systems, ITS, transportation, or technical sales preferred.
- Strong understanding of electrical/mechanical systems and field applications.
- Excellent communication, presentation, and interpersonal skills.
- Ability to manage multiple projects and priorities independently.
- Proficiency with Microsoft Office and CRM systems.

### **Licenses & Requirements**

- Valid driver's license required.
- Proof of current motor vehicle insurance required.
- Ability to travel extensively within assigned territory.

### **Work Hours & Conditions**

- Full-time position requiring a minimum of 40 hours per week.
- Work may include evenings or weekends based on travel, customer needs, or events.
- Combination of office, remote, and field work environments.