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# Example of Product / Sales Manager Job Description

Our company is searching for experienced candidates for the position of product / sales manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for product / sales manager

* Quarterback product launches and build the go-to-market strategy to include the right mix of content and channels to drive awareness, consideration and purchase
* Develop competitive benchmarking and content to position against other platforms
* Partner with our sales training team on the field sales enablement plan and with the marketing communications and demand gen teams to bring product narratives to life via integrated campaigns that drive pipeline and support revenue goals
* Leverage customer testimonials and case studies to accelerate adoption
* Ensures that the new business pipeline is healthy with an emphasis on repairs/spares sales for the ducting and sealing aftermarket products
* Primary interface with the sales team throughout Europe
* Interface with prospective customers for all AFM/SPM-related products
* Develop close collaboration with key academic partners
* Demonstrations / sample-runs including preparation of detailed reports
* Liaison with colleagues across Europe, USA and Japan

## Qualifications for product / sales manager

* Previous sales experience in this defined territory a huge plus
* Value-added selling experience
* Heavy experience managing channel partners (agents, distributors, ESCO’s) highly preferred
* Calculate and effectively communicate simple payback and ROI
* Possess or attain the required technical knowledge and experience in heat transfer, thermodynamics, and specifically heat exchangers
* Good IT skills in SAP an advantage