



Automation Support Team

Job Title:

Automation/ Specialist

Date:

11/12/2019

This position will be responsible for driving the APR's, area of primary responsibility, business strategy to accelerate growth in the Automation specialist group (Controllers & I/O, Visualization and Motion). The Automation Specialist will be the technical liaison between Rockwell Automation and the distributor. Automation specialist provide marketing and commercial leadership for sales growth, are responsible for supporting the Commercial plan for these businesses and take a lead role in developing a competency plan to ensure that support functions (inside/outside sales) are adequately prepared to maximize share gain for these businesses. Additionally, the expectation of the Automation Specialist is to commercially support the Services business as part of its day-to-day activities. The performance of this specialist group is judged on the revenue performance of the Controllers and I/O, Software Visualization, and Networks planning segments.

Primary Responsibilities:

The Automation specialist is the lead commercial resource for the Automation business within a distributor's area of primary responsibility. This position will be responsible for ensuring that the following activities occur for the Automation business within the APR:

Business Management:

- Ensure a consistent level of support for customers within the APR
- Be a single point of contact for each business unit, PLC, Software & Networks
- Document and execute a competency plan for the APR.
- Lead commercial activities at driving conversions at key accounts
- Identify and pursue competitive target accounts for each planning segment.
- Help the sales force maintain a funnel that is adequate for planning segments within the Automation planning segments to make plan.
- Focus on revenue performance for the Automation business for 1 and 3 year.
- Create, own and execute a business plan for each planning segment.

Technical Competencies:

- Effectively and accurately handles most technical questions and objections for assigned products. PLC, Software & Networks
- Understands the complementary product lines with the Automation solutions.
- Provides selection and design advice for most assigned products in common configurations.
- Able to differentiate products/solutions from competition and promote the differences as meaningful benefits to the customer.
- Ability to highlight the benefits of networks and how to apply them
- Market the benefits of a secure network backbone and infrastructure.
- Basic knowledge of Panel Design, PLC's, SCADA design/programming and Intelligent Motor Control.
- Communicate commercial and technical product issues to Rockwell Automation Domain Experts and business units.
- Develop competency programs for Distributor sales, specialists, and self

Marketing Competency:

- Act as the point person for the Automation business strategy at the APR level(s) they support.
- Support the development and implementation of the distributor business plan for the Automation business.
- Analyze and document market conditions, competitive offerings and identify opportunities for growth in the APR(s) they support.
- Be able to articulate Rockwell Automation’s value proposition in the Automation space both commercially and technically.
- Administer and implement marketing, promotion programs, and product launches for Rockwell Automation’s Automation businesses.
- Lead Automation commercial programs, customer events and activities.

Sales Leadership Competency

- Exceed growth targets in business revenue and management objectives.
- Ensure sufficient funnel in the Power business space to achieve plan.
- Coordinate sales teaming efforts required to identify and close account conversions and project sales opportunities. Accurately document value added benefits that are provided by the offered solutions.

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| Job Location: | Memphis HQ Based | Company Industry: | Industrial Automation |
| Job Role: | Technical Sales | Joining Date: | Immediately |
| Employment Status: | Full-time | Employment Type: | Full –time |
| Salary Range: | Negotiable | Manages Others: | No |
| Number of Vacancies: | 1 | Other: | Runzheimer Vehicle Plan, Expense Account |
| Skills: | | | |
| <p>Qualifications:</p> <ul style="list-style-type: none"> • Bachelor degree in Engineering or Associates degree in related technical field, or equivalent experience is required. • Demonstrated knowledge & understanding of Automation standards & terminology. • Knowledge of control systems and computer technology. • Knowledge of Rockwell Automation Integrator Architecture is a plus. • Strong Automation Control / HMI application knowledge. • Strong interpersonal communications, analytical and problem solving, organizational and written/verbal communication skills required. • Ability to influence and guide team members when required. | | | |
| Career Level: | Middle | Years of Experience: | At least 5 years of industrial manufacturing experience, electrical distribution experience considered a plus. |
| Degree: | College degree preferred equivalent work experience acceptable | Education: | Bachelor degree in Engineering or Technology diploma in related technical field. |