



Regional Sales Manager

UMECC is an international metallurgical equipment supplier with Headquarters in West Chester, OH. Since 1997 we have been serving the needs of the steel industry through individually purchased or comprehensive packaged parts including all engineering services. We are redefining our next chapter, and we are excited to grow – and excited to build a team to drive that growth. With a commitment to innovation and excellence, we aim to lead the market in: Quality products, short delivery time, and overall total cost of ownership. As we continue to scale and evolve, we're looking for a forward-thinking and strategic leader to join our executive team as the Regional Sales Manager

Job Title: Regional Sales Manager

HQ Location: West Chester, OH

Job Type: Full-Time

Travel: 40%

Position Summary:

Our product portfolio includes equipment for all process steps of the iron, and steel manufacturing process: from Coke and Iron ore processing equipment, to blast furnace and melt shop equipment, down into rolling equipment [<https://umecc.com/products>]. We are seeking a dynamic Regional Sales Director to drive revenue growth by identifying and closing new business opportunities.

The Regional Sales Manager is responsible for developing and executing a strategic sales plan within the Midwest, Southeast, and Northeast regions. This role carries an individual sales quota and requires a hunter mindset—prospecting, cold calling, working with Product Managers and technical experts throughout the sales cycle, and managing the full sales cycle to close deals. The ideal candidate has a strong background in industrial equipment sales and experience selling to the metallurgical, mining, and steelmaking industries. This role requires a proactive approach to sales and a strong ability to build and maintain relationships with clients, and navigate complex decision making units. This position will require travelling to customer sites across the Midwest, South East, and North East regions; estimated 40% travel.

Day to Day of a Regional Sales Manager:

- **Build and Maintain Relationships:** Establish and nurture strong relationships with clients, understanding their needs and providing exceptional customer service to foster long-term partnerships.

- **Follow Up on Potential Leads:** Actively follow up on leads generated through various channels, ensuring timely and effective communication to convert leads into sales.
- **Bring New Leads to Product Managers:** Collaborate with product managers by bringing in new leads and providing valuable insights to help tailor product offerings to meet customer needs.
- **Penetrate New Accounts:** Identify and target potential new accounts to expand the company's customer base. Develop and implement strategies to approach and secure new business opportunities.
- **Expand Coverage Through Sales Agents:** Work with sales agents to broaden market coverage and increase sales reach. Provide support and guidance to sales agents to ensure they are equipped with the necessary tools and information to succeed.
- **Achieve Sales Targets:** Meet and exceed sales targets and quotas set by the company. Regularly report on sales activities, progress, and results to management.
- **Market Research:** Conduct market research to stay informed about industry trends, competitor activities, and potential opportunities for growth.

Key Responsibilities:

- Identify and pursue new business opportunities within the mining, steelmaking, and ironmaking sectors.
- Develop and maintain relationships with key decision-makers and stakeholders.
- Execute full-cycle sales, from prospecting and lead generation to closing contracts.
- Conduct cold calls, on-site visits, and sales presentations to prospective clients.
- Work closely with engineering and technical teams to develop solutions tailored to customer needs.
- Stay informed on industry trends, market conditions, and competitors.
- Travel **40% of the time** across the assigned regions to meet customers and attend industry events.

Qualifications:

- **5+ years of experience in B2B sales** of industrial equipment, preferably in the metallurgical, steel, or mining industries.
- Proven track record of **meeting or exceeding sales quotas** in a regional or national sales role.
- Strong prospecting and cold-calling skills.
- Ability to **manage complex sales cycles** with technical products.

- Excellent communication, negotiation, and presentation skills.
- Self-motivated, results-driven, and able to work independently.
- Willingness to travel **40% of the time** across the Midwest, Southeast, and Northeast regions.

Preferred Qualifications:

- Experience in international business settings and demonstrated cultural sensitivity
- Technical background in metallurgy, engineering, or industrial manufacturing.
- Experience selling industrial steel making equipment, furnace equipment, , rolling and finishing or similar large-scale industrial solutions.

Benefits:

- Competitive salary and commission structure.
- Health, dental, and vision insurance.
- Opportunities for professional development and career growth.
- Flexible working hours and remote work options.

Application Instructions:

Interested candidates should submit a resume and cover letter outlining their qualifications and experience for this position. Please apply by emailing your resume to careers@umecc.com
