



DRI Corporation
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OPEN POSITION

CENTRAL U.S. SALES MANAGER

DRI Corporation (NASDAQ®: TBUS) is a technology leader within the surface mass transportation markets around the globe. For more than 25 years, we've been designing, manufacturing, marketing, and servicing our proprietary line of digital communications and security products for the public transit industry – products that improve the flow, mobility, and safety of people traveling through transportation infrastructure. With corporate offices in Dallas, Texas, we serve our customers through subsidiaries in Durham, N.C., Australia, Brazil, Germany, Singapore and Sweden, as well as a joint venture in India.

We are seeking a Central U.S. Sales Manager to be responsible for sales activities in the Central region of the United States. Working closely with the Director of Sales and other staff, this position is responsible for continuously developing existing and new customer relationships, which result in sales to the Company's Digital Recorders, Inc. subsidiary in North Carolina, by maintaining frequent contact with new and existing customers via various means, including sales visits, presentations, telephone, and state and national transit conferences and events. Candidates should be located near a major airport with easy access to the Central region of the United States, preferably in Texas or Illinois.

The successful candidate will be responsible for the following:

- Maintain an active relationship with current and prospective customers within the assigned territory through direct, consistent contact to identify and close specific sales opportunities
- Constantly assess assigned markets in the assigned territory to identify new customers, determine existing customer needs, volume potential, competitive positioning/strategy and appropriate price sensitivities to win or maintain business, communicating assessment and any changes in a timely fashion to Director of Sales
- Transform assigned client business needs to opportunities for the Digital Recorders, Inc. subsidiary
- Keep the Director of Sales informed and up to date on all sales activities by:
 - strong/continual communications
 - keeping “opportunity database” fully up-to-date
 - providing accurate forecasting inputs as requested
- Provide input to the Director of Sales on specific product Research and Development efforts to expand sales

- Represent the Digital Recorders, Inc. subsidiary during trade shows, presentations and demonstrations during conferences and other events to maintain a high visibility in the assigned territory, such as state and national transit conferences and events
- Engage direct management in key accounts
- Assist in the preparation of Requests for Proposal and Requests for Quotes
- Provide input/feedback to other Digital Recorders, Inc. subsidiary departments on the development or revision of product literature, manuals, training materials, and other collateral as may be necessary and appropriate
- Maintain customer and opportunity databases within the organization's existing infrastructure
- Maximize benefit vs. cost for all travel and related expenditures
- Maintain a full understanding of the business and its products, proactively scheduling training time to increase knowledge and understanding
- Maintain strong customer relationships with all customers, both during and after the sales process, to ensure satisfaction with the Digital Recorders, Inc. subsidiary's products and services
- For sales that result in project management assignment, keep in consistent contact and periodically attend customer/project management meetings to help ensure the project is progressing as expected and as sold to the customer
- Travel for a minimum of 50 percent of the time
- Respond to all requests for product information, coordinating with Director of Sales or other key representative(s) as appropriate to assist and follow up
- Provide pricing and availability information to customers for specific products as requested
- Communicate quotation requests for the Digital Recorders, Inc. subsidiary's integrated transportation system solutions as requested by customers, documenting opportunities, contacts, history, competition, likelihood of win, firm or budgetary quotation
- Manage customer expectations by ensuring resolution of technical issues with Project Management and Engineering, and following up to ensure satisfactory resolution, effectively communicating the Digital Recorders, Inc. subsidiary's position to customer(s)

We are looking for an individual that possesses the following key competencies:

- Excellent verbal and written communication and presentation skills
- Excellent negotiation skills
- Excellent interpersonal, organizational and time management skills
- Demonstrated management and team-building skills
- Proven track record for successful sales closure and customer satisfaction
- Proven leader with ability to multi-task
- Self-starter with the ability to work independently in a fast-paced environment
- Excellent analytical and "problem-solving skills"
- Demonstrated self-assurance, assertiveness and excellent listening skills
- Demonstrated ability to create insightful and effective solutions
- Proven ability to demonstrate initiative and a proactive nature

- Proven ability to drive cooperation/collaboration in a team environment
- Proven ability to establish and lead teams to meet aggressive milestones and deadlines
- Demonstrated experience managing multiple projects and responsibilities is required
- Detail oriented
- Must be versatile, flexible, and proactive when resolving technical issues
- Effective utilization of productivity tools (e.g., Microsoft® Office®, Outlook®, Visio®, PowerPoint®, etc.)
- Must be able to travel domestically at a minimum of 50 percent of the time
- Must possess a valid driver's license

The qualified applicant should have at least ten (10) years of progressively responsible work experience in selling and marketing Intelligent Transportation Systems or similar products. Proficiency with Microsoft® Office® is required. Knowledge of and/or prior experience working with Intelligent Transportation Systems hardware and software solutions (e.g., Computer Aided Dispatch, Automatic Vehicle Location, Wireless Local Area Network, Infrastructure, Global Positioning Systems, etc.) is preferred. A bachelor's degree in Business Administration, Marketing, Engineering or a related field is required; a master's degree is preferred.

Please forward a resume **with salary requirements** to hr@digrec.com.

We prefer a resume in a Word format attachment.

No resumes accepted from third parties.

Visit our Web site at www.digrec.com.

**DRI VALUES DIVERSITY AND WE ARE PROUD TO BE AN
EQUAL OPPORTUNITY EMPLOYER**

M/F/V/H/D