



**POSITION TITLE:** US Partner Relationship Manager  
**LOCATION/REGION:** United States  
**DEPARTMENT:** Partner Relationships  
**EMPLOYMENT TYPE:** Full-Time | Remote  
**REPORTS TO:** VP Partner Relationships

**COMPANY OVERVIEW:** BETAG is *Driving a New Standard in Collision Repair* powered by our commitment to Performance & Partnership. We build strong trusted relationships with repairers, OEMs and industry leaders - achieving operational excellence by focusing on People, Process & Equipment to increase capability & utilization.

**PARTNER RELATIONSHIP GROUP OVERVIEW:** Our Partner Relationship vertical is dedicated to curating mutually beneficial connections built on a foundation of trust with our customers, OEMs, and industry partners. We focus on carefully selecting and looking after these strategic alliances to ensure long-term, sustainable success for everyone involved.

**POSITION SUMMARY:** The Partner Relationship Manager Role (PRM) at BETAG North America (NA) is primarily focused on building sustainable, long term, mutually beneficial relationships within the automotive collision industry. These relationships will cross many segments including collision shop personnel, insurance company personnel, OEM personnel, and other automotive trade personnel. PRM's primary role is to constantly develop relationships and leverage those relationships into sales activities to drive commercial revenue. This will be a combination of in person and remote work to accomplish this goal.

**OBJECTIVES:**

**Sales and Commercial Activity**

- Collaborate with customer partners, insurance partners, trade groups, and OEMs to identify and cultivate high-quality leads, driving them through a robust sales pipeline.
- Proactively cultivate and engage customers to drive growth and revenue through equipment sales, skill development programs, maintenance contracts, and consumables.
- Execute upselling strategies and provide tailored product offerings that enhance customer performance and operational efficiency.
- Represent BETAG North America at industry events, conferences, and trade shows, delivering compelling product presentations and demonstrations both in-person and virtually.
- Maintain accurate and timely records of all commercial activities, customer engagements, and sales pipelines within the CRM.

**Ongoing Relationship Development**

- Collaborate across internal groups, regions, and OEM segments, etc., to forge strong professional alliances and expand the company's presence within designated markets.
- Maintain proactive engagement with existing customers to ensure equipment, training, and processes exceed expectations while driving widespread adoption of The BETAG effect.
- Maintain a high level of expertise regarding industry trends, competitive landscapes, and regional developments within your designated territory.

**Cross Functionality, Group & Company Success**

- Collaborate across the Partner Performance and Performance Development groups to ensure all departmental milestones contribute to total company success.

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- Advance technical proficiency in BETAG solutions to serve as a knowledgeable resource for implementations and demonstrations, enhancing team versatility and effectiveness.

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**POSITION SPECIFIC SKILLS:**

- **Consultative Selling & Closing:** Identifying customer pain points and providing tailored solutions.
- **Performance-Driven Growth:** A results-oriented mindset focused on achieving and exceeding measurable targets through proactive market development and revenue optimization.
- **Strategic Networking:** Building high-value relationships with Customers, OEM, Insurance, and Trade stakeholders.
- **Lead Generation & Qualification:** Identifying and vetting new business opportunities.
- **Strategic Account Management & Advocacy:** Expertise in nurturing long-term partnerships to ensure retention and maximize customer lifetime value, while delivering a level of service excellence that drives referrals and high Net Promoter Scores (NPS).
- **Industry Acumen:** Deep understanding of the collision repair and automotive segments.
- **Public Speaking & Representation:** Confidently presenting at trade shows and industry events.
- **Cross-Functional Collaboration:** Working effectively across internal groups and regions.
- **Self-Management:** The discipline to manage a territory and schedule independently.
- **Adaptability:** The ability to pivot between technical demos and commercial negotiations.

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**QUALIFICATIONS & REQUIREMENTS:**

**Professional Experience & Communication**

- **Industry Expertise:** Proven experience as a professional within the automotive collision industry.
- **Exceptional Communication:** Advanced verbal and written communication skills, with the ability to articulate complex technical concepts clearly.
- **Presentation Skills:** Confident in public speaking and comfortable leading product demonstrations or classroom style training sessions.
- **Sales Aptitude:** A proactive willingness to engage in sales-related activities and drive commercial growth.

**Technical & Operational Skills**

- **Mechanical Aptitude:** Strong hands-on mechanical ability with the capacity to quickly master new automotive collision repair equipment and methodologies.
- **Time Management:** Demonstrated ability to prioritize tasks independently and manage efforts to meet strict project deadlines.
- **Computer Proficiency:** Skilled in Microsoft Office Suite, comfortable learning additional software programs including internal CRM and CPQ software.

**Physical & Travel Requirements**

- **Travel Flexibility:** Ability to travel Monday through Friday, including overnight stays and rare international travel. Weekend and/or evening work may be required based on industry events.
- **Physical Capability:** Ability to lift and maneuver equipment up to 75 lbs.
- **Mobility:** Must possess a valid driver's license, a clean driving record, and a reliable personal vehicle for travel within the designated local market.

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**CONDITIONS, RESPONSIBILITIES & EXPECTATIONS:**

- **Dynamic Work Settings:** This role operates in a variety of environments, including automotive collision centers, community colleges, vehicle manufacturer facilities, trade shows, hotels and corporate meeting spaces.
- **Variable Conditions:** Working conditions will vary based on the location. Candidates must be adaptable and maintain high productivity while working remotely or on-site at partner facilities.
- **Frequency:** This is a high-travel position. The successful candidate should expect to be in the field 26 to 35 weeks per year to achieve regional and company objectives.
- **Scope:** Travel primarily occurs Monday through Friday but will occasionally include weekends and international assignments as required.
- **Agility & Teamwork:** As part of a lean and growing organization, employees are expected to remain flexible. This role requires a "roll-up-your-sleeves" mentality and the willingness to perform other duties as assigned to support the team's collective success.
- **At-Will Employment:** Employment with BETAG North America is "at-will," meaning either the employee or the company may terminate the employment relationship at any time, with or without cause or notice.

**BENEFITS & PERKS:**

- Performance Related Pay Plan
- Medical/Dental/Vision Plan
- Paid Per Diem (Daily Meal Stipend)
- Paid Vacation/Sick/Holiday Time
- Company Phone or Personal Phone Stipend
- Reimbursement of all Company Related Travel & Vehicle Costs