



## TRUESYNCTV MEDIA

### Job Description: Territory Manager

**Title: Territory Manager**

**Location: Colorado— Primarily Denver and the Colorado Front Range**

**Salary Range: Commensurate with experience**

**Initiation Period: 90 days**

**Benefits: Full health, dental, vision for employee and family, stock options**

#### **Company Background:**

TRUESYNCTV is building a nationwide bar and restaurant TV network targeted to a very desirable demographic—directly at the point of sale. Beer, spirits and automotive brands covet this consumer and spend heavily to convert them into customers. We provide TRUESYNCTV for FREE to bars and restaurants. TRUESYNCTV offers a captivating mix of entertainment, advertising and venue promotion. We make money by selling ads on the TRUESYNCTV network. We are building our network utilizing a fast-grow strategy, reaching 30k+ screens within 5 years.

#### **Job Overview:**

This job offers a great opportunity for personal and financial growth, being on the ground floor of an exciting company, and stock options that will potentially create long-term wealth above and beyond salary and bonuses. TrueSync Media is rapidly growing and has very attractive compensation, health care, 401K and vacation plans as well.

#### **Territory Manager Duties**

##### Account Acquisition:

The primary responsibility of the Territory Manager (TM) is Account Acquisition. Working with our network partners, the National and Colorado Restaurant Associations, and with Suppliers who advertise on TRUESYNCTV, the TM will identify, prioritize and make contact with Accounts to secure placement for TRUESYNCTV. This duty includes identification of decision maker, making initial contact, demonstration of TRUESYNCTV and satisfactorily answering questions to secure agreement to permit the installation of TRUESYNCTV on approximately 25% of the existing TVs in the account. This could be a dream job for a well-organized person—we give all accounts TRUESYNCTV for FREE.

##### Installation of TRUESYNCTV:

TM will require basic Audio-Visual installation skills adequate to connect the TRUESYNCTV media player to an HDMI port (preferably HDMI #2) and the ability to use a wireless mouse to connect TRUESYNCTV to the account's internet. TM must be comfortable transporting and



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using a 6-foot ladder, working in tight, difficult to access spaces, and have the ability to troubleshoot internet connection issues. About 90% of all installations take ten minutes or less.

### Relationship Management

TM should possess strong interpersonal relationship skills and will maintain close and friendly relationships with decision makers at accounts. TM will cultivate from these relationships information to ensure TRUESYNCTV is meeting the needs of the account to communicate their events, specials and promotions to their customers. TM will cultivate from accounts leads for further expansion of TRUESYNCTV into new accounts and leads for new supplier relationships that the TRUESYNCTV ad sales team can use to sell more advertising.

### Content Coordination:

TM will be primary point of contact for accounts in their territory and will act as liaison between accounts and TRUESYNCTV content production team. TM will diligently work with accounts to facilitate their effective use of account airtime on TRUESYNCTV. Specifically, maintaining ongoing dialogue with accounts for needs analysis relating to the promotion of events and specials. It is imperative that accounts see TRUESYNCTV as an important part of their events, specials and customer communications strategy. This can only be achieved if the TM is diligent in her/his efforts to assist accounts with identifying opportunities that are translated into content creation and broadcasting on TRUESYNCTV.

### Support:

TM will be responsible for the ongoing support of all TRUESYNCTV devices at accounts located in the territory. This duty includes monitoring of the company's Content Management System including checking for outages, responding to outages to reconnect and monitoring the overall network to ensure accounts are making reasonable efforts to keep the TVs tuned to TRUESYNCTV. Additionally, the TM will need to update and keep current the details of each account in our master database.

### **Reporting Relationship**

The Territory Manager will report to the President initially and, over time, to the COO.