



## Eastern Regional Sales Manager

### **SUMMARY**

Structura ([www.structura.com](http://www.structura.com)) is a leading designer and manufacturer of creative lighting solutions for architectural spaces. Our growing brand is known for bringing Spaces to Life through unique geometry, materials and technology.

The Eastern Regional Sales Manager at Structura will be responsible for the sales in assigned markets. The successful candidate will have a proven track record of working with C&I lighting sales agents and specifiers to have products specified on projects, working with all parties involved to ensure we have the best chance to bid and win those projects.

### **PRIMARY RESPONSIBILITIES**

#### *Territory Management*

- Will be responsible for meeting and exceeding sales objectives in the eastern region of the United States
- Work with local manufacturer's representatives to increase sales through distribution, contractor and specifier connections, helping Structura's agents craft technical "substitution-proof" specifications and follow major projects throughout the bidding and ordering cycle.
- Primary focus on key specification markets (NYC, Boston, DC, Philadelphia)
- Serve as contact for agents on sales related activities.
- Promote Structura products to the specification community both independently and in conjunction with agency partners, including presentations, training, and other activities.
- Establish new opportunities through existing and opening new accounts and/or targeting new markets.
- Provide necessary product training/knowledge updates to rep agencies and specifiers when required.
- Responsible for maintaining favorable relations with customers and achieving the highest level of customer satisfaction with products and/or services.
- Implement marketing programs for company products and services in accordance with predetermined objectives and make recommendations on marketing strategies.
- Work with agency principals and or key employees on establishing annual sales and activity goals.
- Develop and implement a territory sales plans, goals and objectives, to drive sales growth through the agency network as it relates to the overall goals and objectives of Structura.
- Create mutually beneficial relationships with key influencers in each market.
- Anticipate and address customer/project concerns, ensuring customer satisfaction with appropriate resolution.
- Professionally present to both large and small groups company products, overview and the most current product Keynote presentation when required.

- Provide updates to the design community on an ongoing basis and keeps up to date on all new products, including but not limited to competitive offerings.
- Performs other duties as assigned.

### *Industry events*

- Attend industry events (IES, ALSA, etc.), regional trade shows, agency events, and other marketing based efforts in your assigned territory.
- Part of the team that organizes, plans, and attends national trade shows such as Light Fair, , ASLA, and other events in which Structura participates.

### *Administration*

- Effectively manage administrative duties such as call reports, expense reports and assigned projects.
- Utilize CRM (HubSpot) system for contact management and sales pipeline.
- Participate in weekly staff meetings, monthly sales meetings, and other events at Structura.
- Participate in the annual sales forecast / budget process for your assigned region.
- Attend meetings at Structura headquarters on a quarterly basis or as needed.

## **JOB REQUIREMENTS AND SKILLS**

- Education BS/BA in Business, Marketing, or related fields to commercial lighting market
- Minimum of 3 years of experience in lighting specification sales
- Existing key relationships with lighting agencies, designers, and other specifiers in major assigned markets desired.
- Have excellent presentation skills, capable of creating own presentations. Keynote experience a plus.
- Experience in industry trade shows.
- Must be able to travel +50% of the time and as needed.
- Make an effort to stay connected with the corporate team at Structura.

## **TRAITS AND ABILITIES**

- Must be a self-starter and highly motivated.
- Have strong interpersonal and communication skills in various setting and cultures.
- Able to create own schedule and business plan with limited supervision.
- Able to work as a team player and be willing to offer suggestions for products or product improvement
- Enjoy working in a collaborative, entrepreneurial environment and engaging team members throughout the organization - Sales, Marketing, Manufacturing, Design - to accomplish a common goal.
- Ability to identify customer needs and to address needs with appropriate product offerings.
- Ability to work with confidential privileged information in a professional manner.

- Must have the ability to problem-solve and make judgment decisions, recognize problems and escalate as appropriate.

**Compensation & Benefits:**

- Base Salary + bonus
- Company paid employee medical insurance with H S A contribution
- 401(k) plan with company matching contribution
- Vacation, Holiday and PTO time off
- Dental, Vision, LTD, STD offered
- Life insurance

Please send a resume to Derek Seitz

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