



## Sales Agent

### Regions

Southeast, North Central or Southwest

### Job Description

The primary focus of this position is to promote the AgiLight brand during all customer meetings. Create sales opportunities and win business from sign companies. This will require working with the company's distribution network daily to increase product awareness and build rapport with the distribution sales team. Successful job execution requires accomplishing the daily work flow, to include execution of the sales plan, product strategy and accomplishing the assigned sales goals.

### RESPONSIBILITIES:

- Drive Sales in your respective region by:
  - Working with the local distributors
  - Directly communicating with sign companies selling the value of the AgiLight brand.
  - Direct sales to local distribution centers or sell directly where 1-day service is not covered by the local distributors.
- Develop annual business plans with account concentration and an opportunity pipeline that align with overall company objectives. The annual plan will require quarterly review and objective assessment.
- Track and communicate competitive factors, trends, issues and opportunities at a regional level.
- Develop strong relationships with the company's distribution network, including; regional management and sales.
- Build a strong understanding of the applications where the company's products provide the greatest benefit and value for the customer.

### PERFORMANCE METRICS:

- Meets or exceeds monthly sales quotas consistently.
- Establishes clear and measurable objectives and actions.
- Must be self-motivated and able to independently manage various activities.
- Maintains detailed customer records on an on-going basis through a CRM software, and provides additional written detail on important customer developments or feedback by request. This includes providing monthly updates on sales-to-quota and market activities.

### REQUIRED BEHAVIORAL CHARACTERISTICS:

- Excellent presentation and written communication skills.
- Strong problem solving skills.
- Self-motivator with strong drive to achieve business objectives.

### PREFERRED QUALIFICATIONS:

- 4-year degree.
- Industry business experience in sales, business development, key account management, or similar.
- 3+ years working experience in the sign or lighting industry.
- Strong computer skills in MS Office suite (Outlook, Excel, PowerPoint).