



SALES EXECUTIVE

Job Description

POSITION SUMMARY:

We are seeking a dynamic and results-driven Sales Executive to join our team in the LED display industry. As a Sales Executive, you will be responsible for driving sales and revenue growth by identifying and acquiring new clients, as well as nurturing existing client relationships. You will play a crucial role in promoting our range of LED display solutions and services, meeting and exceeding sales targets, and contributing to the overall success of our organization.

COMPANY OVERVIEW:

i5LED is a factory-direct electronics manufacturer specializing in the integration of custom solutions for the audio-visual industry. Our mission is to be the first choice for innovative display solutions to clients who chose value first. Our core values are the backbone of our business and guide our hiring process: we are Intelligent, Innovative, Intentional, Indomitable, and do all the above with Integrity.

PERFORMANCE OBJECTIVES AND RESPONSIBILITIES:

- Develop and implement strategic sales plans to achieve company sales targets and expand market share in the LED display industry.
- Identify and pursue new business opportunities through proactive prospecting, cold calling, networking, and relationship-building activities.
- Build and maintain strong, long-lasting customer relationships with key decision-makers, influencers, and stakeholders.
- Conduct thorough needs assessments and consultative selling to understand customer requirements and provide tailored LED display solutions to meet their needs.
- Prepare and deliver persuasive sales presentations, proposals, and demonstrations to showcase the features, benefits, and value propositions of our LED display products and services.
- Collaborate with internal teams, including marketing, technical support, and operations, to ensure seamless execution of sales initiatives and customer satisfaction.
- Stay updated on industry trends, market developments, competitor activities, and customer feedback to inform sales strategies and product enhancements.
- Utilize CRM software to manage leads, track sales activities, update customer information, and generate sales reports.
- Attend trade shows, conferences, and industry events to represent the company, build brand awareness, and generate leads.
- Meet or exceed sales quotas and performance metrics, including revenue targets, sales activity goals, and customer acquisition objectives.



CAPABILITIES/KEY COMPETENCIES:

- Proven track record of success in B2B sales, preferably in the LED display industry or a related technology sector.
- Strong understanding of LED display technologies, products, and applications, with the ability to articulate technical concepts to both technical and non-technical audiences.
- Excellent communication, negotiation, and interpersonal skills, with the ability to build rapport and credibility with diverse stakeholders.
- Demonstrated ability to develop and execute strategic sales plans, manage sales cycles, and close deals effectively.
- Results-oriented mindset with a passion for exceeding targets and driving revenue growth.
- Self-motivated, proactive, and able to work independently as well as collaboratively within a team environment.
- Proficiency in Microsoft Office suite and CRM software (e.g., Salesforce, HubSpot, etc) for sales tracking and reporting.
- Willingness to travel as needed for client meetings, presentations, and industry events (25-30% expected).
- Valid driver's license and reliable transportation.

EDUCATION & EXPERIENCE:

- Bachelor's degree in Business Administration, Marketing, or related field.
- Minimum 10 years of revenue generation experience, calling on Senior Management level personnel and negotiating up to and exceeding 6 figure transactions and programs.

PHYSICAL REQUIREMENTS:

- Prolonged periods of standing and bending
- Prolonged periods sitting at a desk and working
- Ability to lift up to 50lbs
- This position will require travel – up to 30-40% at times