

Midwest Regional Sales Director

Position Summary:

Bruck Lighting and Wila Lighting, international manufacturers of decorative low and line voltage track systems, fixtures, LED and commercial high performance down lights are seeking an experienced Regional Sales Director to drive growth and profitability in the Midwest for both brands. The position requires a minimum of 5 years sales management experience working with independent commercial lighting manufacturer representative agencies.

The Midwest Regional Sales Director is responsible for training and traveling with lighting rep agencies servicing high end showrooms, lighting specifiers, designers, architects and engineers in the following states; Illinois, Indiana, Wisconsin, Minnesota, Nebraska, Iowa, North Dakota, South Dakota, Ohio and Michigan. They will be responsible for the Canadian provinces of Saskatchewan, Manitoba, Ontario, and Quebec as well. This position reports to the Director of Sales and Marketing.

Duties and Responsibilities:

- Manage existing programs, penetrate existing accounts and develop new opportunities in the territory to drive sales and profitability
- Travel extensively with each salesperson within each rep organization, calling on architects and lighting specifiers as well as select showrooms
- Submit detailed call reports weekly to management. Manage CRM software programs to track contacts and projects
- Train rep agencies on new products and current ones
- Present to architects and specifiers in their offices
- Work rep, regional and national trade shows. Help in set up and tear down of displays and booths, if need be. Includes Light Fair, Global Shop, HD Expo and local IES rep shows
- Work with senior management to establish a clear and effective plan for growing the territory
- Achieve goals, as established by the company by working with the rep agencies and calling on customers/specifiers
- Appoint and terminate agencies, as needed
- Manage Showroom reps agencies and identify key regional showrooms to display and meet expected sales levels
- Forecast and anticipate requirements, trends and variances
- Work with appointed customer service on quotes, projects and specification schedules
- Establish and maintain key customer relationships and develop strategies for expanding the company's customer base
- Maintain knowledge of trends within markets and industries, recognize and address sales barriers

- Communicate and enforce the company's policies, procedures and values with all members of the sales organization

Experience and Qualifications:

- Bachelor's degree preferred
- Minimum of 7 years experience in the lighting industry preferred, with 5 years in a sales position working with rep agencies.
- Lighting industry experience required
- Strong organizational skills and attention to detail
- Effective closing skills
- Experience with LED lighting and systems
- Successful history in achieving significant revenue goals in a specification environment
- Highly effective leadership and management skills
- Excellent written and oral communication skills
- Excellent presentation and analytical skills
- Ability to plan and manage at both the strategic and operational levels
- Ability to adopt the organization's beliefs and practices of superior customer service
- Ability to multi-task, meet deadlines and work effectively within an entrepreneurial environment and as a team member
- Ability to work collaboratively with colleagues and staff to create a positive, results-driven, team oriented environment
- Willingness to travel up-to 75%
- Excellent computer skills, including proficiency in MS Word, Excel, PowerPoint and Outlook

Bruck and Wila Lighting offer a team-based, fast paced environment. Our compensation package includes a competitive salary plus commission and benefits package.

If you would like to be considered for this position, please email resume to:

Email: dave@brucklighting.com