



Commercial Sales Manager

Position Summary

Daylight Specialists, the Midwest's premier daylighting solutions provider, is seeking a passionate B2B Commercial Sales Manager with a proven track record of success uncovering opportunities and generating new business. This role requires professional presentation skills and the ability to explore our client's vision and position Daylight Specialists as the expert to help transform creative concepts into reality. Our goal is to build long-term relationships and be viewed as a valued partner in the quest to bring daylight designs into the mainstream.

Company Overview

Our team of sales, design and installation experts has been serving Minnesota, North Dakota, South Dakota, and Western Wisconsin since 2009. As full-service dealers of Solatube®, Velux®, and AES Sunoptics® products, our daylighting solutions deliver the benefits of beautiful, natural daylight to interior spaces in commercial buildings across diverse market segments.

The team at Daylight Specialists has provided daylighting solutions to hundreds of satisfied customers. Our proven process ensures that each customer's daylighting system is optimized for their unique project and managed to provide a positive customer experience. We offer turnkey services starting with expert consultation, to impeccable installation and service after the sale.

Position Duties And Responsibilities

This Commercial Sales Manager will be primarily charged with the following areas of responsibility:

- Formally presenting professional education material to architects and general contractors as a means of building awareness and generating opportunities
- Prospecting and building relationships
- Leading discovery conversations
- Positioning Daylight Specialists as the full service expert and proposing unique and impactful daylighting solutions for our clients
- Effectively closing opportunities to support our ambitious growth goals
- Actively utilizing CRM to effectively manage sales opportunities

For each of these, the specific duties, activities and measurements have been defined on the following pages.

Area

Actions

Prospecting and Building Relationships

- Effectively researches and selects companies and firms that are ideal target clients for Daylight Specialists' solutions.
- Uses multiple communication methods (phone, email, LinkedIn, etc.) to build awareness and connect with potential prospects, asks for introductions and leverages referrals.
- Generates interest with key stakeholders to procure discovery conversations or meetings at multiple levels throughout the organization.
- Begins building strategic relationships within targeted accounts (Architects, General Contractors, Commercial Developers, Facilities Managers, School Boards, Property Owners).
- Attends industry events to gain access to new contacts and learn more about current trends in the industry.
- Partners with Daylight Specialists leadership to maximize the breadth and effectiveness of business development activities.
- Develops a collaborative working relationship with Daylight Specialists partners.
- Gathers and documents essential knowledge regarding the project space (vision, use, constraints, budget) on every interaction and effectively uses that information to propose an optimum solution for the client.

Leading Discovery

- When presented with strategic opportunities, coordinates and drives a team selling approach (typically including leadership and technical resources) to further develop the relationship and to present more complex solutions.
- Demonstrates general business acumen, gains understanding of customer's needs, wants, and challenges and connects how Daylight Specialists' solutions can enhance their space and positively impact their business.

Positioning

- Helps potential customers see the possibilities for how daylighting can transform space and positively affect humans on an emotional and physiological level.
- Identifies key markets and applications that fit best with the Daylight Specialists products and solutions.
- Clearly differentiates Daylight Specialists' products from other solutions in the marketplace and ties together customers' needs to the features and benefits.
- Professionally presents product information and solutions to architects and general contractor firms.

Closing

- Successfully asks for the sale and closes new business.
- Gains commitments throughout the sales process to arrive at a final solution that meets the customer's needs as well as increase the likelihood of winning the sale.
- Successfully navigates the Value Engineering (VE) process where needed to ensure the business is secured.
- Remains available post-sale as a resource to the client.
- Follows up post-installation to ensure all needs have been met and the project was completed to the satisfaction of the end user.

Other Key Traits or Duties

- Attends industry events and trade shows to meet and network with potential contacts.
- Possesses technical acumen to read and understand construction blueprints.
- Embraces strong working relationship with Project Manager.
- Commits to productive use of CRM.
- Creatively collaborates with clients to develop optimal solutions to achieve design vision.
- Be engaging, motivated, influential, professional, tenacious, results-focused, team player, creative, excellent communicator, attention to detail, demonstrates high EQ, possesses technical aptitude.

Compensation

Daylight Specialists offers a competitive compensation program, allowances, and an excellent benefit package.

- Market competitive salary
- Commission based on sales to target accounts
- Benefits include:
 - 100% paid medical coverage to employee
 - Subsidized dental and vision insurance
 - Generous 401(k) company match
 - Flexible schedule and paid time off

Minimum Qualifications

- Minimum of 3-5 years sales experience preferred
- Demonstrated securing target accounts and growing sales
- Polished and professional presentation skills
- Experience in the construction industry a plus
- Technical aptitude required to enable candidate to read blueprints and understand construction concepts
- Proven networking skills helpful
- PC proficiency (Microsoft Office Suite) required
- Experience utilizing CRM in a sales organization

Physical Demands

The physical demands and environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Hybrid of office and remote work.
- General office environment in which this position includes periods of telephone and computer work that may require sitting for periods of time.
- Able to physically navigate construction worksites and project areas.
- This position requires a moderate level of local travel (approx. 25% of the time in the field) and may include minimal overnight stays.