



## Sales Account Executive - East Coast

### **POSITION SUMMARY:** Sales Account Executive - East Coast

This role engages current and potential new customers to determine and close sales opportunities with existing and future products provided by Lightstat. This position will be located in our Middletown Office.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Executes strategic marketing plans, sales plans, forecasts to achieve corporate objectives for products and services.
- Engages existing customers to maintain revenue streams and identifies needs of customer to ensure that existing customers are being supported appropriately.
- Qualifies leads from a variety of inbound lead sources (e.g., tradeshows, whitepaper downloads, webinar attendees, web visitors, etc.) via email, telephone calls and online research.
- Identifies prospects to energy management projects that incorporate HVAC and Lighting controls. This task includes researching the leads (prospects) who have responded to outbound email campaigns or show interest in Lightstat, and pursuing leads to navigate to the appropriate contacts or groups with active projects.
- Recognizes competitive threats and communicates these back to supervisor and other Lightstat management as appropriate.
- Leverages Lightstat marketing material. Positions Lightstat products and services to existing and potential customers.
- Effectively provides customer presentations as needed.
- Monitors competitor products, sales, and marketing activities.
- Provides sales forecasts for responsible region and market sector.
- Represents company at trade association meetings and shows to promote product.
- Meets with key clients, assisting other sales representatives with maintaining relationships and negotiating and closing deals.
- Travels to meet customers as needed.
- Minimizes travel expense whenever possible.
- Performs other duties as assigned.

### **EDUCATION / EXPERIENCE / SKILLS**

- Bachelor's Degree or equivalent in Sales, Marketing or Business preferred with a minimum of ten years related experience.
- Knowledge of HVAC and Retrofit lighting a strong desire.
- Technical System sales experience highly desirable.
- Exemplary Presentation & Closing Skills
- Demonstrates in-depth sales and marketing techniques and financial principles.
- Effective ability to communicate orally or in written form effectively with internal and external customers.
- Demonstrate the ability to anticipate and solve practical problems or resolve issues.
- PC knowledge, Office Suite – Excel, PowerPoint, Word; Microsoft Windows.

Lightstat manufactures thermostats, lighting controls and provides a full line of LED lighting products. We have been an industry leader in environmental controls for over 32 years. Backed by our Limited Lifetime Warranty, Lightstat provides industry leading highly reliable products. We continue to drive creative new concepts into the marketplace with custom controls based on our customer's needs. Our products are easy to use, require little or no training, and can be installed by your average field technician. At Lightstat, we pride ourselves on being at the forefront of emerging technologies.

Equal Opportunity Employer