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## **Sales Manager**

Audio Authority is a Lexington, KY based electronic design and manufacturing firm specializing in the creation of innovative electronic devices. As a result of continued growth, we are currently in search of Sales Manager to complement our current team.

### **Overview**

The Sales Manager is responsible for monitoring the sales techniques and performance of the sales team in selling technical services and systems to the customers. This individual will coordinate with clients and the sales staff to discuss and negotiate offers of new products and services. The Sales Manager will also identify business opportunities by analyzing current technology trends and providing those inputs to the organization for review/action. The Sales Manager facilitates and plans sales training and programs to maximize the sales staff's efficiency and productivity.

### **Primary Duties**

- Achieve annual sales and profit objectives.
- Manage the sales pipeline for predictable revenue generation, prioritization, and forecasting.
- Develop new customers by directing sales staff, and maintain outstanding relationships with existing customers.
- Recommend product pricing based on multiple strategic and tactical considerations, underwritten by company pricing guidelines.
- Drive unique client strategies from a sales and technology perspectives.
- Create customized proposals.
- Travel to meet with customers, and attend/participate in trade shows.
- Lead preparation for trade shows by providing leadership on show objectives, and coordinate organizational efforts to support participation in selected trade shows.

### **Required Qualifications**

- Experience in technical sales, translating customer needs and wants utilizing the company's existing product portfolio; and providing market insights to inform additional products and services to enhance that portfolio.
- This role demands a strategic mindset, exceptional communication skills, and a proven track record in sales and account management.
- The selected individual will be a seasoned professional in Solution Sales, Business Relations, and Customer Relations, with a proven track record of driving growth and revenue.
- Exceptional relationship-building skills, cultivating lasting connections with clients and colleagues.
- Proven expertise in cold calling, networking, and consistently seizing new opportunities to drive business growth.
- Ability to conduct professional business presentations to C-level prospects and clients.
- Evaluate the sales team's performance and develop individual strategies for meeting sales goals.
- 5 or more years in a B2B sales leadership role.

- Holds a college degree and/or MBA in a business-related field, demonstrating a commitment to excellence.
- Ability to blend skills and experience with the company's unique culture.
- Desire to build something new within an existing company.
- Diligent work ethic, dependable, and highly ethical.
- Lead team members to work collaboratively and draw inspiration from various perspectives and experiences from within the organization.

### **Preferred Qualifications**

- Experience in Retail Fixtures and/or Electronics.
- Experience in Audio/Video intercom systems.
- Experience in selling cloud-enabled applications.
- Technical aptitude for learning new software, and can quickly apply that knowledge.
- Familiarity with IOT devices and systems.

Salary is commensurate with experience and knowledge. We are an equal opportunity employer with excellent benefits and working conditions. To apply electronically, please visit [https://www.audioauthority.com/page/employment\\_opportunities](https://www.audioauthority.com/page/employment_opportunities)