



2048 Mercer Road Lexington, Kentucky 40511-1071 USA • 859-233-4599 • [www.audioauthority.com](http://www.audioauthority.com)

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## Sales Manager Job Description

### About Us:

Established in 1976, we use our expertise in electronic design and manufacturing to create innovative products that solve problems and improve the lives of our customers, associates, and business partners. We currently serve three markets – the consumer electronics retail trade, audio-video communications for drive-up banking and pharmacy, and electrical power for general aviation aircraft.

The size and culture of our company makes it a great place to grow professionally in an environment that values the dignity of work for its service to others. We are currently conducting a search to identify a high value person to lead the company's sales team and help grow the business.

### Job Summary:

The Sales Manager is responsible for developing and executing sales strategies, managing customer relationships, and identifying new business opportunities. This role requires a hands-on leader who can drive revenue, support business development initiatives, and collaborate to deliver high-quality solutions to our customers.

### Key Responsibilities:

- Develop revenue targets and implement sales strategies to meet or exceed
- Identify and pursue new business opportunities in relevant markets
- Maintain strong relationships with existing clients and ensure high customer satisfaction
- Collaborate with the product and engineering teams to align sales with the company's strengths
- Acquire customer inputs to drive accurate sales forecasts, reports, and market analyses
- Attend trade shows, conferences, and networking events to promote company products
- Manage the sales cycle from lead generation to closing deals
- Develop and maintain a CRM database with detailed records of client interactions
- Recruit, train, and oversee account managers

### Qualifications:

- Bachelor's degree in business, marketing, or related field
- 5+ years of sales experience in B2B, preferably in the electronics or manufacturing sector
- Adept in both make-to-stock and custom make-to-order environment
- Strong understanding of electronic components and manufacturing processes
- Proven track record of successful product launches and achieving sales targets
- Excellent communication, negotiation, and interpersonal skills
- Ability to conduct professional business presentations to high-level prospects and clients.
- Ability to motivate a team and advance their skills and value
- Ability to work synergistically in a fast-paced, small business environment

### Preferred Skills:

- Technical knowledge in electronics design and manufacturing
- Existing network in relevant industries (OEMs, distributors, contract manufacturers)
- Experience in selling cloud-enabled applications; familiarity with IoT devices and systems

### Benefits:

- Competitive salary and benefits, commensurate with skills, knowledge and experience
- Opportunity for career advancement as the company grows

Please study our company before applying. <https://www.audioauthority.com/page/ourcompany>