



Fanlight, Inc. was established in 2000 and is a subsidiary of Plusrite International whom has been manufacturing products for 40 years. We sell to over 40 countries worldwide and have offices in China, Hong Kong, India, Australia, Canada, Mexico. and the USA. Fanlight has grown over the last 20 years and now own three Distribution Centers located in California, Texas, and North Carolina respectively.

Our goal is to continue this growth by adding energetic, self-motivated, and dedicated professionals to help expand our customer base and develop new sales opportunities. If you are this person, then please respond to this great opportunity and be part of a successful team.

Fanlight Inc. - Job Description: Outside Sales/Business Development Manager

The Outside Sales/Business Development Manager will be responsible for selling LED fixtures & lamps, HID lamps & ballasts, general lamps & tubes, plus electrical products within 3 unique brands. The Outside Sales/Business Development Manager will reach his or her business targets through effective management of the designated territories (to be defined by mgt.) and physical visits to customer premises and job sites. This individual will also develop ongoing, profitable relationships with customers and continually maintain a professional image of the company. Integrity, passion, and in-person presentation skills are essential for this role.

Main Job Tasks and Responsibilities:

1. Conduct a minimum of 10 physical and organized sales visits to customer locations per week.
2. Perform professional meetings, presentations, or demonstrations of company products.
3. Penetrate all targeted accounts and radiate sales from within client base. Clients base to consist of Electrical Supply Houses, Electrical Contractors/Design & Build, ESCOs, Lighting Engineers.
4. Overcome objections of prospective customers.
5. Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports.
6. Build and foster a network of referrals to create new opportunities for revenue growth.
7. Generate and develop new customer accounts to increase revenue, by cold calling if necessary.
8. Ensure follow-up by passing leads to Account Managers with calls-to-action, dates, complete profile information, sources and so on.
9. Always maintain professionalism, tact, diplomacy, and sensitivity to portray the company in a positive manner.
10. Actively manage call schedule to adequately cover assigned territory in a time-efficient manner.
11. Use marketing data using applicable sales management software tools to maximize sales efficiency and effectiveness.
12. Maintain accurate records, including sales call reports, expense reimbursement forms, billing invoices, and other documentation.
13. Assist in creating RFP responses to potential clients. • Periodically conduct information-only presentations, such as seminars, trade show demonstrations, and other efforts.
14. Make front-line assessment of market conditions and advise company Account Managers and marketing staff of findings.
15. Build and maintain ongoing awareness of new products, competitor activities, and other research working conditions.





16. Frequent travel is required, often up to several hours of driving per day. • Ability to travel to, attend, and conduct PowerPoint presentations.

17. Have a good command and abilities of Excel and other Microsoft functions.

18. Manual dexterity required to use desktop computer and peripherals. • Occasional lifting of items up to 50lbs) Overtime as required. Exposure to variable weather conditions is likely.

Benefits:

Fanlight, Inc. is an Equal Employment Opportunity Employer.

Job Type: Full-time

Competitive base salary plus commission & travel allowance

Full company benefits after 60 days employment.

Compensations (1099): Full-time Salary: to be confirmed + commissions and other allowances.

Requirements:

Outside sales experience required

5 years selling to Electrical Wholesalers and working directly with electrical contractors, property, and energy management groups.

3 years of LED Lighting and electrical experience

Driver's License required.

Job territory: Virginia market

