

# NOVA FLEX®

We're looking for a Director of National Accounts to join our team.

LOCATION // REMOTE

## POSITION DESCRIPTION

Nova Flex is looking for energetic outside sales candidates with a proven track record of success in driving profitable sales revenue and new generating business among top national account distributors. Reporting to the VP of Sales, the Director of National Accounts is responsible for engaging, developing and maintaining relationships with key decision-makers at national account distributors that target mid to high end concepts in the United States and Canada. The Director of National Accounts will control his or her success by meeting or exceeding sales goals and increasing market share while providing world class customer service.

## KEY RESPONSIBILITIES

1. Increase net revenue and gross profit from national account distributors.
2. Grow and maintain the number of national account concepts.
3. Deliver outstanding service to maintain ongoing relationships and drive repeat business.

## JOB RESPONSIBILITIES

- Achieve annual revenue and profit goals.
- Execute sales plans and strategies to achieve revenue targets and increase market share.
- Build and maintain strong relationships with key national account customers to identify and capitalize on new business opportunities.
- Meet with prospective customers, including those the company has designated as targets, engage with key decision-makers and develop sales opportunities.
- Analyze sales data and market trends to identify opportunities for growth and improvement.
- Develop and maintain a thorough understanding of the industry and market trends to identify emerging opportunities and threats.
- Provide written and verbal input on competitive products and industry trends.
- Execute pipeline-project tracking and forecasting model.
- Provide training, education, benefit analysis and application support to key account holders.
- Introduce new products to all client types in the assigned region.
- Attend trade shows, events and other functions.
- Collaborate with cross-functional teams to ensure a coordinated approach to national accounts and the support needed for superior client experience.

## TYPE OF INDIVIDUAL

- A competitive, highly motivated goal-oriented professional.
- Technically versed in lighting products, lighting controls and lighting applications.
- Knowledge of the lighting industry, competitors and national account distributors.
- Business savvy with poise in social settings and presentations.
- Written and verbal communication skills essential.
- Strong analytical and problem-solving skills.
- Team player a must.

## QUALIFICATIONS

- Bachelor's degree in business, marketing, or a related field.
- Lighting certifications a plus.
- Minimum of 5 years of sales experience, with at least 2 years in national account sales role.
- Proven track record of achieving sales targets and driving revenue growth working with national account distributors.
- Experience working on national account projects and knowledge of key lighting stakeholders.
- Experience selling technical products through distributors and manufacturer representatives.
- Ability to develop and execute sales strategies and plans.
- Excellent communication, negotiation, and interpersonal skills.
- Experience driving interest and obtaining leads from trade shows.
- Track record of selling value and service, not price.
- Experienced selling or promoting feature-rich, high value products and service.
- Demonstrated ability to build strong relationships with key customers and stakeholders.
- Ability to travel 50% or more as dictated by customer needs and potential opportunities.
- PC proficiency (Microsoft Office Suite: Outlook, Excel and PowerPoint) required.
- Salesforce.com experience preferred, CRM required.

# NOVA FLEX<sup>®</sup>

Brightening lives for 10+ years, Nova Flex LED makes custom linear LEDs easy!

### Leading the LED Industry in Service

Since 2009, when first being asked to cut and solder LED tape prior to delivery, we've been committed to making lighting easy for our customers and Agent partners. It's our mission to deliver the highest level of customer service in the industry and continually expand our product offerings. We've expanded from LED tape to flex neon, channels, universal power supplies and RGBW flood and wall washing fixtures.

Today, our LED lighting products are used in/on stadiums, skyscrapers, hotels, casinos, educational institutions, restaurants, retail stores, health clubs, churches and more across the country. We're second to none in our customization and personalization!