



## Job Profile

**POSITION:** Lighting Sales Representative (LED Component)

**REPORTS TO:** Lighting Sales Director

Everlight Americas Inc. is the North American Sales arm of Everlight Electronics – a leading global Optoelectronics manufacturer of low and high Power VISIBLE LED's, SMD and Thru-Hole Lamps, Digital Displays, INFRARED Emitters, Optical Sensors, Fiber Optic and Optocoupler components. We provide solutions for various applications in the lighting, consumer, computing, automotive, telecommunication and industrial market segments. Everlight's rapid growth to become a top ten Optoelectronics supplier is the combined result of its well-engineered products, highly efficient manufacturing facilities and extensive global supply chain.

The position available is an intermediate to senior level position within our organization. The ideal candidate will sell LED services and products using technical, organization and customer knowledge to influence customers and assist them in applying the products/services to their needs resulting in revenue generation. In addition, the position provides input and participates in the marketing, market planning, and technical development of product while maintaining relationships with clients.

### **SPECIFIC DUTIES:**

- A. Make sales contacts, research customer needs and develop application of products and services in an effective manner to ensure sales opportunities for products and services.
  - determining market strategies and goals for Everlight products and services
  - obtaining and coordinating data and information from staff and member groups
  - researching and developing lists of potential customers
  - doing market research to determine customer needs and providing information to other staff members
  - evaluating product and service marketability in terms of customers' technical and manufacturing needs
  - following up on sales leads and making cold calls on potential customers
  - maintaining up-to-date understanding of industry trends and technical developments that effect target markets
  - establishing and maintaining industry contacts that lead to sales
  - working with Division operations and research staff to establish a communication path with the customer
  
- B. Develop and deliver sales presentation and close sales in a professional and effective manner to ensure the meeting of specific quota goals and the generation of revenue.
  - developing sales and marketing proposals for customers on technical products and services
  - making presentations to users, suppliers, etc.
  - developing technical presentations
  - maintaining up-to-date awareness of activities, industry trends and government regulations
  - making regular sales calls to develop relationships and follow up on leads
  - establish long-term, ongoing repeat relationships
  - acting to close deals and finalize contracts
  - meeting established sales quotas and revenue goals
  - resolving problems with products and services

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# EVERLIGHT

- C. Participate in sales forecasting and planning in an effective manner to ensure effective market planning and continued revenue stream.
- researching, developing and maintaining long and short range sales and marketing plans
  - producing regular reports and final plans for the Vice President of Sales approval
  - maintain an up-to-date awareness of strategic plans and procedures to coordinate market plans
  - updating promotional materials to target identified customers
  - monitoring, analyzing, and communicating monthly sales data to contribute to product/service planning.
- D. Participate in development of new products, modification of existing products, and termination of ineffective products in an effective and professional manner by:
- evaluating product and service marketability
  - recommending new technical products and product modifications or terminations
  - gathering, analyzing, and sharing customer technical information and feedback
  - working with other staff to identify future customer needs
  - maintaining an up-to-date working knowledge of newly developing technologies and manufacturing practices
- E. Develop and maintain communications in a cooperative and professional manner with all levels of staff and customers as defined in the Everlight Employee Handbook and using established guidelines to ensure customer satisfaction.
- communicate openly, honestly and constructively using Everlight practices
  - treating all employees and customers with dignity, respect and courtesy
  - taking responsibility for and making every effort to resolve communication, trust and respect concerns and problems
  - asking for information needed to perform job responsibilities
- F. Manage assigned sales budgets in a timely and effective manner to insure a positive corporate image, teamwork and attainment of goals to ensure smooth fiscal operation.
- developing and projecting short and long range budgets
  - monitoring and working within established budgets
  - producing regular budget reports for the Vice President of Sales
  - providing accurate sales forecasting for budget planning
- G. Manage technical aspects of customers and working groups in an effective and professional manner.
- manage technical working groups
  - acting as a liaison and expert for Everlight
  - facilitating meetings to ensure the practices and goals are met
  - maintaining a working knowledge of policies, operations and products



**MAJOR CHALLENGES:**

- maintaining a working knowledge of products and services
- working with a wide variety of individuals at levels ranging from corporate to line managers
- high pressure, constantly changing environments
- tracking rapidly changing competition and market forces
- meeting established sales goals and quotas
- selling ‘intangibles’ to manufacturing industry customers
- maintaining and up-to-date working knowledge of newly developing technologies and manufacturing practices

**QUALIFICATIONS:**

1. Bachelor’s Degree preferably in Electrical Engineering or a related technical field and 3 years of field sales experience
2. Ability to travel (at least 50%)
3. Well developed sales skills
4. Technical knowledge of LED electronics
5. Experience in account development
6. Well developed presentation skills
7. Excellent customer relations skills
8. Initiative to undertake or continue a task or activity without another’s prodding or supervision
9. In-depth knowledge of target market industries
10. Demonstrated ability to convert prospects and close deals
11. System proficiency, especially in Excel, and have the ability to learn in-depth internal software programs
12. Must have authorization to work in the United States as defined by the Immigration Reform and Control Act of 1986