

Candela Controls, Inc

JOB DESCRIPTION *Sr. Salesperson*

OVERVIEW

Candela Controls seeks a high-performing, strategic **Sr. Salesperson** to join the company's sales organization and drive sustainable revenue growth. This professional will be responsible for developing and executing sales strategies, leading business development efforts, and expanding relationships with owners, general contractors, electrical contractors, lighting/theater consultants, electrical engineers, and facility managers. The position reports to the President.

The Sr. Salesperson will work closely with executive leadership, operations, engineering, and project management to ensure profitable growth while maintaining Candela Controls' reputation for exceptional customer service and technical excellence. The ideal candidate has the potential to grow into a Sales Manager role, leading the sales organization.

RESPONSIBILITIES/DUTIES

Revenue Production & Pipeline Ownership

- Build, manage, and close a pipeline of **\$12M+ in annual bookings** within 1 – 1 ½ years.
- Identify, pursue, and win opportunities in both entertainment and architectural lighting control markets.
- Conduct discovery, scope alignment, and technical qualification with new prospects.
- Maintain disciplined forecasting aligned with Candela's operational capacity.

Business Development

- Identify new market opportunities throughout the United States.
- Build relationships with:
 - Lighting consultants
 - Architects
 - Theater Consultants
 - Manufacturer's Reps
 - Distributors
 - Electrical contractors
 - General contractors
 - Engineering firms

- Commercial building owners.

Estimating & Proposal Delivery

- Develop and/or review major estimates and proposals before submission.
- Ensure pricing aligns with company profitability objectives.
- Assist sales engineers in developing winning technical solutions.
- Lead contract negotiations.

Customer Relationship Management

- Maintain executive-level relationships with key clients.
- Resolve customer concerns proactively.
- Increase customer retention and satisfaction.
- Represent Candela Controls at industry events and networking opportunities.

Strategic Planning

- Analyze market trends and competitor activity.
- Develop annual sales plan.
- Collaborate with leadership on long-term growth initiatives.
- Recommend new service offerings and vertical markets.

Collaboration

Partner closely with:

- Operations
- Engineering
- Project Management
- Service
- Finance & Accounting
- Executive Leadership

to ensure smooth project execution from sales through project completion.

MINIMUM QUALIFICATIONS

The following are the minimum qualifications which an individual needs in order to successfully perform the duties and responsibilities of this position.

- Bachelor's degree in business, Engineering, Construction Management, or related field (or equivalent experience).
- 6+ years of successful B2B technical sales experience.
- Proven success selling lighting & electrical systems, or related technical solutions.
- Strong understanding of commercial construction and electrical systems.
- Excellent negotiation and presentation skills.
- Experience managing CRM systems and sales pipelines.

KEY COMPETENCIES

- Strategic Leadership
- Business Development
- Relationship Building
- Negotiation
- Financial Acumen
- Forecasting
- Team Development
- Communication
- Customer Focus
- Problem Solving
- Executive Presence

PERFORMANCE METRICS

Success in this role will be measured by:

- Annual revenue growth
- Gross margin performance
- New customer acquisition
- Service agreement growth
- Sales pipeline health
- Proposal win rate
- Customer retention
- Customer satisfaction
- Forecast accuracy