



AYRTON

Digital Lighting

WE ARE HIRING REGIONAL SALES MANAGER ALL REGIONS

Location: Paris or in Region

Type: Full time/ Base salary + Commission

Reports to: Global Director of Sales

Start Date: ASAP

Email contact: career@ayrton.eu

AYRTON, the world leader in digital lighting entertainment solutions, is looking for experienced, ambitious and driven regional sales managers. The ideal candidates will have experience in establishing distribution channels with a focus on the entertainment lighting market. Knowledge of the market, excellent relationships with the major players in the region and an understanding of trends in the industry are all essential competencies for this role. The right candidates will be someone excited by the challenge of establishing new channels in a competitive market while being backed by an ambitious and focused company. Ideally, the candidates will have a technical background with the ability to perform product demos directly to the customer base.

JOB DUTIES:

- Ensure customer satisfaction
- Develop business plan and strategy to expand the customer base with a focus on distribution
- Maximise profit margins both through intelligent pricing and value based selling
- Establish new and maintain existing relationships within your territory through regular customer meetings, open houses, training sessions, networking events, factory visits and any other means required
- Develop new markets, be they of a geographic or vertical nature
- Build strong relationships with key lighting designers and specifiers in the region with the aim of generating spec driven growth
- Focus on year on year growth in the territory
- Analyse monthly trends and results, both positive and negative and report to the Global Sales Director
- Develop solutions to overcome negative trends
- Forecast the business allowing for efficiencies at the factory and ensuring delivery schedules can be met
- Collect competitive data, such as competition pricing, technology and channel movement and report back to management (Market research)
- Prepare annual budgets for approval by management
- Work with marketing to ensure effective campaigns are launched for your region to include trade shows, road shows and advertising
- Work with Inside Sales to maintain territory database to include customer info, target info and results
- Travel: >60% of the time

SKILLS/ REQUIREMENTS:

- At least 3 years of experience in professional stage lighting sales
- Experience of working for a key lighting manufacturer or distributor is preferable
- Excellent reputation within your market and existing accounts
- Responsible, efficient, result-oriented, good business sense and the ability to work independently and on own initiative
- Team player: although many tasks are individual, the sales organisation will function as a team
- Ability to set priorities, be flexible, multi-task and meet deadlines in a constantly changing environment
- Excellent communication, interpersonal and negotiating skills
- Structured and organized reporting skills
- Knowledge of commonly used concepts and practices of the entertainment production and staging industry.
- Ability to cope with a demanding work load that is continually fluctuating
- Excellent written and spoken English
- Excellent written and spoken other languages will be advantageous