

# SALE REPRESENTATIVE

**Title | Sales Representative**  
**Class | Regular, Full-Time**  
**Reports to | VP Sales**

## GENERAL DESCRIPTION

The Sales Representative will be part of the sales team providing Audio Visual and Lighting solutions to customers. They must meet or exceed annual sales goals. They will develop the scope of works, line drawings and quotations for small projects but will work closely with the Pre-Sales Engineers to get these done on larger projects.

## ESSENTIAL JOB DUTIES

- Develop a detailed understanding of our products and services.
- Exhibit a consultative sales approach to determine a customer's audio, video, and lighting.
- Develop price quotations and bid responses that are timely, complete, accurate, and profitable.
- Travel, as necessary, to cover sales responsibilities in neighboring states.
- Establish professional relationships with manufacturer sales and sales engineering personnel.
- Active and ongoing prospecting.
- Design and implement focused prospecting tools such as webinars, seminars, and email campaigns to increase sales and expand our customer base.
- Accountable for maintaining a strong sales pipeline with detailed weekly reporting.
- Meet or exceed aggressive sales quota.
- Stay abreast of new A/V/L equipment, gear and accessories and industry trends.
- Write routine reports and correspondence.
- Must be able to negotiate effectively with customers.
- Respond promptly to customer inquiries and effectively resolve any complaints; confer with management when needed.
- Must be self-motivated in order to complete duties independently.
- Research technical manuals and other resources to answer questions and resolve technical issues.
- Attend weekly meetings and participate in periodic training and product education sessions.
- Others duties of a similar nature and level may be assigned.

## REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Accuracy and attention to detail, administrative accuracy and good follow-up skills.
- Work independently - Effective interaction with employees, customers and colleagues.
- Availability to work outside of normal scheduled work hours and travel as needed.
- Excellent organizational skills and ability to successfully handle multiple tasks / projects with minimum directions.
- Research new products to remain current on technology solutions.
- Decision making skills.
- Have the ability to finish tasks before deadlines.
- Excellent verbal and customer service skills.
- Obey Management rules and instructions.
- Self-Initiative.
- Excellent communication skills, both written and oral, including the ability to describe project and product deliverables in a manner that is understandable to customers.
- Excellent presentation skills and experience presenting.
- Strong liaison and negotiation skills with client, AV vendors and contractors.
- Able to prioritize.
- Able to work under pressure and fast-paced environment.
- An up to date understanding of the AV marketplace including products and trends.
- Good understanding of Microsoft Office including Excel and Word.
- Ability to drive/operate a vehicle.



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AUDIO VIDEO LIGHTING

## PHYSICAL DEMANDS AND WORK ENVIRONMENT

- *Sitting for extended periods of time.*
- *Dexterity of hands and fingers to operate a computer keyboard, mouse, and to handle other office equipment.*
- *Ability to lift and transport moderately heavy equipment (up to 50 pounds).*
- *Ability to climb ladder, scaffolding or transported by lifts.*
- *Clean driving record, background check, and drug testing is required.*

*Although most work is performed inside, occasional outside activities daily/weekly/monthly may occur for short periods of time in a seasonal temperature-fluctuating environment.*

*This job description does not list all the duties of the job. You may be asked by management to perform other instructions and duties. You will be evaluated in part based upon your performance of the tasks listed in this job description.*

*Management has the right to revise this description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time, for any reason as outlined in the employee manual or other written agreement. Requirements may be modified to reasonably accommodate individuals with a disability.*

## DRUG AND ALCOHOL POLICY

*In accordance with Georgia laws, S&L Integrated Systems maintains a drug-free workplace. It is our policy to maintain an environment that is free from controlled substances and/or the presence and use of alcohol. The Company has a Substance Abuse Policy that defines our stance on the sale, purchase or use of illegal drugs and alcohol. This policy includes our procedure for testing and remedial action if an employee is found to be in violation of the policy. The Substance Abuse Policy applies to employees, applicants, independent contractors, visitors and vendors. All employees are required to sign a separate statement acknowledging their understanding of this policy and consent for testing prior to employment.*



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