

Job Description & Position: Channel Sales Representative

Location: Midwest/Remote

Employment: Full-Time

About Us:

LANTANA LED is a provider of innovative commercial LED lighting solutions known for our commitment to quality, reliability, and cutting-edge technology. We specialize in delivering energy-efficient lighting solutions tailored to meet the unique needs of businesses across various industries.

Job Summary:

We are seeking a dynamic and experienced Channel Sales Representative to drive channel partner relationships, expand market reach, and maximize sales opportunities within the lighting industry. The ideal candidate will have a strong background in lighting, sales, and channel management, with a proven track record of achieving sales targets and fostering strategic partnerships.

Key Responsibilities:

- Develop and implement channel sales strategies aligned with company objectives to drive revenue growth and market share.
- Cultivate and maintain relationships with channel partners and distributors to enhance engagement and loyalty.
- Lead negotiations, close sales deals, and ensure seamless execution of channel partner agreements to drive mutual success.
- Leverage industry knowledge and expertise in lighting solutions to provide valuable insights, training, and support to channel partners.
- Collaborate with internal teams to create targeted marketing campaigns, promotional materials, and sales tools that align with channel partner needs.
- Monitor sales performance metrics, analyze market trends, and identify growth opportunities to optimize channel sales initiatives.
- Provide regular reporting on channel performance, market dynamics, and competitive landscape to inform strategic decision-making.

Qualifications:

- Proven experience in lighting industry sales, with a minimum of 5 years in sales roles and channel sales.
- Strong understanding of channel sales dynamics, partner relationship management, and go-to-market strategies.

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- Demonstrated ability to close deals and meet sales quotas
- Solid experience in opportunity qualification, pre-visit planning, call control, account development, and time and territory management
- Success in qualifying prospects involving multiple key decision-makers
- Strong knowledge of outside sales principles, methods, practices, and techniques
- Excellent communication, negotiation, and interpersonal skills to build and maintain effective partnerships.
- Analytical mindset, with the ability to interpret sales data, conduct market analysis, and drive informed decision-making.
- Proficiency in CRM systems; preferably HubSpot. Experience with Dodge Reports is a plus. Experience with Microsoft Office Suite is required.
- Willingness to travel extensively as needed to engage with channel partners and attend industry events.

Benefits:

- Compensation: We offer a base salary that is competitive within the industry, coupled with an attractive commission structure that rewards your hard work and success.
- Health & Wellness: We provide competitive health benefits, including medical, dental, and vision coverage, along with Basic Life Insurance, AD&D, and Retirement Savings Plan.
- Voluntary Benefits: Access a wide range of voluntary plans with varying coverage levels including Legal Services, Pet Insurance, Auto and Home, Commuter Benefits, and more.
- Professional Development: Growth and development are at the core of our values. We offer continuous learning opportunities and access to industry-leading resources to help you advance your career.
- Paid Time Off and Holidays: Our Paid Time Off (PTO) policy is designed to provide our employees with the flexibility they need to recharge, and we observe a variety of holidays throughout the year. Supportive Work Environment: Join a team where collaboration, respect, and innovation are encouraged. Our positive work environment fosters mutual support and collective achievement.

If you are a results-driven sales professional with a passion for lighting solutions, we invite you to join our team at LANTANA LED and be part of our mission to illuminate the world with sustainable LED lighting innovations.

To apply, please submit your resume and a cover letter outlining your relevant experience and why you are the ideal candidate for this role. careers@lantanaled.com