**Sales Influencer A&D**

As a **Sales Influencer** your primary responsibility is to build and maintain relationships with Architects, Designers, Specifiers and Developers. Understanding project needs, promoting ORI’s products and services, and influencing them to specify those products, ultimately driving sales growth through strong client connections and product specification within the A&D community. The region of focus will be the state of Kentucky, while living in and reporting to the Louisville Sales Leader.

Key responsibilities:

**Client Relationship Building:**

Actively cultivate and manage long-term relationships with key architects, interior designers, and other design professionals within a designated territory.

* Identify and target new business including new clients, opportunities and partnerships
* Expected to be a local expert on the A&D community and is accountable to build key relationships with designers and targeted firms
* Responsible for achieving sales results and creating new business opportunities within assigned Architecture & Design (A&D) firms.

**Product Knowledge:**

Possess in-depth knowledge of the company's product line, including technical specifications, applications, and benefits to effectively present solutions to clients.

* Utilize advanced product knowledge and comprehension of the customer’s business to develop creative solutions that meet the client’s needs and firm’s design intent while producing revenue in line with product category plans. It is expected that the A&D Market Manager be the main link between the territory sales team and A&D community.

**Specification Writing:**

* Provide technical specifications and product details to architects and designers to facilitate product selection and inclusion in project documents.
* Strong organizational and problem-solving skills and the ability to collaborate.

**Project Tracking:**

Monitor ongoing design projects to identify opportunities to specify company products, collaborating with the sales team to ensure successful project execution

**Sales Support:**

Collaborate with the sales team to generate leads, qualify potential opportunities, and close sales deals.

* Stay connected with team members in the territory to ensure cohesiveness and a healthy team environment

**Networking:**

Actively participate in industry events, trade shows, and professional organizations to build relationships and expand brand visibility.

* Responsible for attending after-hours networking and social events on a weekly basis.
* Travel is required within the assigned territory and at times outside the territory to assist or lead in presenting and educating current and potential customers.

**Presentation Skills:**

Build and deliver targeted presentations & ORI Showroom to the A&D Community.

**Customer Service:**

Address client inquiries, concerns, and technical support needs promptly and professionally

**Leadership Skills**

Ability to lead and influence the A&D community and our customers on the value of doing business with us

Ability to act as the A&D leader within the territory and support the team goals, and objectives

**Skills and Qualifications:**

* Strong understanding of the architectural and design industry, including design process, project phases, and key players
* Proven sales experience with a focus on consultative selling and relationship building
* Excellent communication and presentation skills to effectively convey product features and benefits
* Technical knowledge of building materials, design software, and industry standards
* Ability to build rapport with clients and establish trust
* Strong networking abilities and active participation in industry associations
* Proficiency in CRM systems to manage client data and track sales pipeline
* Post-secondary education in Interior design is considered an asset
* High level of organizational skills
* Manage within assigned expense budget

*We are an Equal Opportunity/Affirmative Action Employer*  
 *Qualified applicants will receive consideration without regard to their race, color, religion, sex, sexual orientation, gender identity, disability, and national origin.*