

# CITY THEATRICAL

NEW YORK • LONDON

## Job Description

Re-posted: February 16, 2023

**Title: OEM Sales Specialist**  
**Reports to: VP Sales**

**Department: Sales**

City Theatrical has been inventing and manufacturing award-winning, industry leading products and technology for over 37 years. Even if you have never heard of City Theatrical, chances are you have seen our industry trusted products bring to life productions like:

**Broadway:** *MJ The Musical, Moulin Rouge! The Musical, Hamilton, The Phantom of the Opera, The Lion King*, among [many others](#).

**Tours:** Carrie Underwood's [The Denim & Rhinestones Tour](#), Madonna's MDNA Tour, America's Got Talent (AGT), U2's 360 Tour, Taylor Swift's Red Tour, and more.

**Broadcast Television studios:** [CBS Studio](#) for *Evening News with Norah O'Donnell*, [ESPN Studio Y](#) for *SportsCenter*, NBC's *The Tonight Show, Saturday Night Live*, and *Late Night with Seth Meyers*, MSNBC News, Fox News, NBC Sports, and more.

**TV and Film Industry Projects:** [The Unicorn](#), Netflix Film [End of the Road](#), [Stranger Things](#) Season 4, *The Gilded Age, The Marvelous Mrs. Maisel*, and more.

City Theatrical's dedication to be the best in the industry exemplifies the company's culture and motto: We invent, manufacture, and customize unique lighting accessories and technology.

The primary role of the **OEM Sales Specialist** is to ensure that the strategic sales goals of the business are met through uncovering new business partnerships, expanding on existing relationship and most importantly, generating new business for the company.

### Outlook:

You are the key to this role! To succeed, you will need tenacity, high energy and the ability to drive yourself to achieve and exceed sales targets. You will be an individual contributor and by learning and developing a deep knowledge about our products and their utilization within the industry.

The ideal candidate will be a proven direct sales leader with deep roots in the Lighting and Electrical market and is responsible for directly engaging agents, contractors, ESCOs, and end-users to increase profitability by implementing the company's sales strategy. This position travels approximately 90% of the time throughout an assigned region. It can work cross-functionally throughout the organization and continuously interface with external partners and customers to promote the company and ensure appropriate sales objectives and goals are met.

### Responsibilities:

**US HEADQUARTERS**  
475 BARELL AVENUE  
CARLSTADT, NEW JERSEY 07072  
TEL 800 230 9497 / 201 549 1160  
FAX 201 549 1161

[www.citytheatrical.com](http://www.citytheatrical.com)

**LONDON OFFICE**  
UNIT 1-3 WYVERN ESTATE, BEVERLEY WAY  
NEW MALDEN, SURREY KT3 4PH  
TEL +44 (0) 20 8949 5051  
FAX +44 (0) 20 7183 6061

The OEM Sales Specialist will be tasked with identifying, researching and develop business with new OEM partners with the end goal of meeting or exceed monthly, quarterly, and annual sales quotas at the appropriate gross margin.

- Develop new business by calling on potential OEM partners (fixture manufacturers), lighting design firms, lighting designers and lighting consultants who may not have prior experience with City Theatrical and our products.
- Understand and qualify the prospect's needs, requirements and expectations and make recommendations about products and solutions that address their needs.
- Outside sales activities to include: client meetings, attending trade shows, performing on-site and Zoom virtual demonstrations as needed/requested.
- Execute Monthly Sales Initiatives as directed by the VP of Sales.
- Recommend alternate and additional products based on customer need, cost, availability, or specifications.
- Generate price quotes, present pricing, and terms in accordance with standard procedures.
- Using Syspro, obtain accurate information relating to inventory availability, backlog, shipment dates and expected date of delivery.
- Proactively recommend items needed by customers to increase customer satisfaction.
- Increase sales and average order size by means of cross-selling, up-selling, add-on sales.
- Educate distributors and/or customers about terminology, features and benefits of products in order to improve product related sales and customer satisfaction.

#### **Product Knowledge & Certifications:**

- Demonstrate a high level of product understanding especially the Multiverse Suite of Products and knowledge by:
  - Actively participate in daily training program.
  - Read and study product materials independently
  - View all company training videos and webinars
  - Score a minimum of 90% on all written product certification exams
  - Pass practical exam of setting up & troubleshooting gear.
  - Present & Demonstrate all CTI products as specified by VP of Sales

#### **Education, Skills, Knowledge, & Abilities:**

- Bachelor's degree
- Technical Theatre/Theatrical Lighting and 1 -2 years of industry sales experience preferred.
- Strong knowledge of the entertainment and architectural lighting industries, products, processes, and people on a worldwide basis
- Proven ability to understand the sales process
- Strong communication and interpersonal skills.
- Strong attention to detail and demonstrated organizational skills.
- Ability to work independently and as part of a team.
- Ability to maintain confidentiality at all levels.
- Strong problem solving and creative thinking skills.
- Ability to compare CTI product to competitor products.
- Ability to present a professional attitude and demeanor while attending trade shows and visiting customers.
- Proficiency with Microsoft Office Products, Salesforce.com knowledge is a plus.

**Compensation Includes: Competitive Salary, Commission, Profit Sharing, 401K, Health Benefits**

To apply, send your cover letter and resume to: [info@citytheatrical.com](mailto:info@citytheatrical.com)

---

Connect with City Theatrical!



<https://www.citytheatrical.com>