



## **NOW ACCEPTING APPLICATIONS FOR SALES MANAGER**

**January 3<sup>rd</sup> 2025**

### **The Company:**

TruNorth Solar is a rapidly growing Residential and Commercial Solar Installation and Service Company operating in Arden Hills, MN. We are looking for a Sales Manager with technical solar expertise and years of experience who will be a servant leader to our talented and tenured Energy Consultants. Our approach is consultative, building long-lasting relationships with our customers, often over-performing on their expectations of experience.

### **Opportunity:**

This full-time position will focus on leading and managing a high-performing sales team to drive revenue growth and achieve sales targets. This position is responsible for developing and implementing sales strategies, building strong customer relationships, and fostering a culture of success within the sales team. The ideal candidate is a highly motivated and results-oriented leader with a proven track record in sales management. They possess excellent communication, interpersonal and leadership skills, and are passionate about driving sales growth within the solar industry. The ideal candidate will also have a strong understanding of solar technology and the ability to effectively communicate its value proposition to potential customers. They will be a team player who thrives in a collaborative and supportive environment and is committed to providing exceptional customer service.

### **Responsibilities:**

- **Team Leadership and Development:** Provide guidance, coaching, and mentorship to the sales team. Foster a positive and supportive team environment that encourages growth and development. Conduct regular team meetings, 1:1 GSRs, training sessions, and performance reviews to enhance team skills and knowledge.
- **Sales Pipeline Management:** Maintain an active sales pipeline, tracking progress and ensuring consistent follow-up with potential customers, utilizing CRM systems to manage customer interactions and track sales progress.

- **Sales Reporting and Analysis:** Track sales performance metrics, analyze data, and provide regular reports to management, identifying trends and areas for improvement.
- **Market Knowledge:** Stay informed about market trends, competitor activities, and industry best practices, attending industry events and staying abreast of the latest solar technology and market developments.
- **Technical Expertise:** Maintain a strong understanding of solar energy systems, installation practices, and relevant building and fire codes affecting sales conversations. Be able to lead your team to address customer technical questions and concerns effectively.
- **Serve as Coach for Proposal Development, Consultations, and Sale Negotiations:** Train your team to create compelling sales proposals and engaging consultations, building trust by demonstrating in-depth knowledge of solar technology, installation processes, and financing options. Finally, regularly coach and practice with your team to negotiate contracts to close deals effectively, ensuring proposals meet customer requirements, and deliver value.
- **Customer Relationship Management:** Coach and train your team to build and maintain strong relationships with existing customers to encourage repeat business and referrals, acting as the primary point of contact for elevated customer inquiries, resolving customer issues promptly and professionally.
- **Process Improvement:** Continuously evaluate and refine the sales process to improve efficiency and effectiveness. Seek feedback from the sales team and customers to identify areas for optimization.
- **Collaboration:** Collaborate effectively with other departments (e.g., marketing, customer service, installation) to ensure a seamless customer experience, working closely with marketing to align sales strategies with marketing campaigns.
- **Ownership and Accountability:** Take ownership of the sales process and outcomes. Be accountable for achieving sales targets and driving revenue growth. Empower the sales team to take ownership of their individual roles and contributions.

#### **Qualifications:**

- Bachelor's Degree.
- Minimum of 4 years 'Sales Management' experience required.
- Proven track-record of servant leadership for others.
- Strong technical understanding of solar and storage technologies and best practices.
- Strong project management, organization, and collaboration skills required.

- Strong understanding of performance analytics to drive consultation volume and close ratio.
- Computer proficiency in Microsoft Office Suite, Internet, and web applications.

**The Role:**

- Reporting to Marty Morud, CEO of TruNorth Solar.
- The role will require the candidate to be in the Arden Hills, MN office a minimum of 3 days per week and with flexible hours provided the work gets done.
- Salary: Skill and Experience Dependent + Performance Bonus.
- Benefits: Flexible days/times, PTO, Education Budget, Healthcare, 401K\*.

If you or someone you know can embody our TruNorth values of character, substance, and integrity, please contact us at 612-888-9599 or email your resume to [Info@TruNorthSolar.com](mailto:Info@TruNorthSolar.com).