



Territory Sales Representative

Los Angeles, CA

Reports to: Director of Sales

FLSA Status: Full-Time Exempt, Outside Sales

Supervisory Responsibilities: None

Location & Travel: This position is based at representative's assigned region with an approximate 75% of travel anticipated to assigned or neighboring territories to pursue and support sales initiatives, attend or host tradeshow or demos, or to respective projects to provide technical & product support.

About Us: Headquartered in sunny San Diego, CA – Westcoat is a leader in providing high-performance coating solutions with a rich history spanning over 40 years! We are dedicated to excellence, innovation, and building strong relationships with our customers, distributors, and partners alike. We are looking for a passionate and proactive Territory Sales Representative to join our team and spearhead sales efforts within the SoCal region!

What You'll Do:

- **Sales strategy Execution:** Work with Director of Sales to implement and execute strategic sales plans to meet or exceed sales goals.
- **Sales Development:** Collaborate with the Sales Development team to drive growth by actively pursuing and converting leads from various sources, including outbound prospecting, networking, and team collaboration. Provide continuous feedback on lead sources to optimize the prospecting process.
- **Customer Relationships:** Maintain professional relationships with a diverse group of customers, including but not limited to distributors, architects, engineers, contractors, consultants, property managers, developers, and owners.
- **Interdepartmental Collaboration:** Collaborate with other company departments to achieve sales objectives, including participating in the successful execution of marketing campaigns and providing backup support for territory representatives within and outside the assigned region. Contribute expertise to address technical issues across previous and ongoing projects, ensuring comprehensive support throughout all phases.
- **Market Intelligence Reporting:** Regularly report market conditions, competitive pricing, and programs during monthly check-ins.
- **Architectural Presentations:** Coordinate and present AIA-approved Architectural CEU courses for DIV 03, 07, and 09.
- **Industry Show Participation:** Participate in regional and national industry shows such as World of Concrete, CACM, etc.
- **Specification Development:** Engage with architects, consultants, building owners, and facility and property managers to develop and promote Westcoat specifications. Proactively identify opportunities to specify Westcoat products on projects. Foster strong relationships with key stakeholders to drive adoption and preference for Westcoat solutions.
- **CRM Utilization:** Utilize Sugar CRM to document territory activities, including managing accounts, opportunities, and contacts in accordance with current SOP.
- **Calendar Management:** Align and manage your personal calendar to execute sales activities effectively. Schedule and prioritize tasks, appointments, and meetings to ensure all sales



Territory Sales Representative

Los Angeles, CA

activities are completed in a timely manner. Utilize calendar tools and techniques to optimize revenue generating activities and maintain a balanced workflow. Regularly review and adjust your calendar to accommodate changing priorities and deadlines.

- Territory Expense Budget Management: Manage and adhere to the budget allocated for the sales territory, ensuring cost-effective use of resources following proper expenditure reporting and submittal via Rippling Spend system.

Who You Are:

- Education & Experience: Bachelor's degree in business or related field preferred, with proven experience in sales and customer relationship management.
- Prospecting & Networking: Skilled in identifying and connecting with potential customers.
- Presenting Ability: Expertise in creating compelling presentations and demonstrating product features.
- Closing New Opportunities: Proven track record in converting leads into sales.
- Customer Relationships: Excellent interpersonal skills to maintain long-term relationships.
- Communication Skills: Proficiency in clear and effective communication, both written and verbal.
- Computer Skills: Competent in using CRM systems and other sales tools.
- Focused & Results Driven: Strong focus on achieving sales targets.
- Adaptable & Innovative: Flexible and creative in navigating non-structured work environments.
- Organized with Excellent Time Management: Ability to manage multiple responsibilities and deadlines.
- Enthusiastic & Energetic: Brings energy and enthusiasm to the role.

What You Will Earn:

- Annual Salary: The anticipated starting salary range for this role is \$75,000 to \$125,000, depending on various factors including location and experience.
- Performance Bonus: In addition to base compensation, this position includes a supplemental performance-driven bonus structure.
- Profit-Sharing: Eligibility for employer discretionary profit-sharing contribution for all eligible employees, based on various factors determined by the organization.
- Benefits: Comprehensive medical, dental, and vision benefits programs.
- Retirement Plan: Company-sponsored 401(k) plan with an employer matching contribution.
- Inclusive Culture: Embrace a diverse and inclusive culture that prioritizes a "people first" approach.
- Training and Advancement: Paid training and advancement opportunities, access to dynamic learning programs via Tuition Reimbursement programs. We encourage and promote earning valuable certifications to unlock exciting career prospects.
- Paid Time Off: Generous paid time off accrual plan, along with paid company holidays, sick leave, and ad hoc closures, fostering work-life balance and flexibility.

Why Join Us?

At Westcoat, we drive success through a people-first strategy. We are committed to valuing our employees and fostering a collaborative and innovative work environment. As part of our dynamic



Territory Sales Representative

Los Angeles, CA

team, you will contribute to the success of our cutting-edge coating solutions while enjoying competitive compensation, comprehensive benefits, and abundant opportunities for professional growth.

Ready to Make a Difference?

If you are passionate about driving sales and building strong customer relationships in the coatings industry, and you want to join an organization poised for immense growth, we want to hear from you! Apply now to become part of the Westcoat team and join us on our journey to excellence and innovation.



Territory Sales Representative

Los Angeles, CA

Job Type: Full-time

Pay: From \$75,000.00+ per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Flexible schedule
- Health insurance
- Paid time off
- Travel reimbursement
- Tuition reimbursement
- Vision Insurance

Schedule:

- Monday to Friday
- Weekends as needed

Travel requirement:

- Up to 75% travel

Experience:

- Sales: 2 years (Required)

License/Certification:

- Driver's License (Required)

Ability to Relocate:

- Los Angeles Area: Relocate before starting work (Required)
- Work Location: On the road