



Sales Executive Position – Myriad International, s.a.l.

1. Primary sales focus will be the Commercial market/large projects. Develop and successfully execute a plan for selling profitable displays inside Lebanon . Meet and build relationships with high level clients and end users. Building prospect and customer relationships will be critical to succeed in these projects. These relationships must be built through personnel visits, telephone & Email contact on a frequent basis.
  - 1.1. Plan and complete a daily/weekly sales plan of appointments and cold calls. Plan travel & visits to maximize selling time and efficient travel costs. The bulk of your sales time will be focused on making outside sales visits building this market while investing approximately 15 - 20% of your time on administrative functions.
  - 1.2. Understand and successfully explain marketing and advertising value of signage projects, when appropriate. Understand & explain the benefits of electronic displays as a marketing & advertising medium.
  - 1.3. Provide dynamic presentations in various settings, including mayoral meetings, advertising agencies, architects, construction companies and business owners meetings.
2. Promote Myriad's name/products to end user(s), architects, consultants, ad agencies, sign designers, and contractors.
  - 2.1. Assist in getting Myriad's products specified whenever possible.
  - 2.2. Develop an ongoing and sustainable relationship with resellers, sign companies, subcontractors and service providers to promote Myriad's products and services. Maintain a good relationship with established sub-contractors and sign companies in this area.
  - 2.3. Call on sign companies to assist in promoting Myriad's products/services.
  - 2.4. Call on Myriad's customers within sales geography, sell additional products/services and inquire about new leads, opportunities or referrals.
  - 2.5. Help in developing winning proposals/sales propositions of major account.
3. Actively pursue all electronic display projects within the region. Assist team to secure the order or pull together the appropriate resources to secure the order.
  - 3.1. Promote Myriad's benefits and values to prospects during sales process.
  - 3.2. Work closely with Myriad's management and business development team to negotiate sales agreements with buyers.
  - 3.3. Become familiar with sign codes and regulatory issues in region. Understand this process to



secure permits and variances, lead efforts where appropriate to secure these permits and variances needed. Involve Myriad's management to lead or assist in these efforts.

4. Proactively follow up on new leads and customers. Promptly follow up on marketing campaign or trade show leads. Qualify leads to determine project viability. Assist with lead database management.
5. Be alert to potential international & national account opportunities or possibilities. Forward lead information to appropriate individuals. Assist in developing and/or maintaining the relationship.
6. Understand the capabilities and operation of Myriad's products. Key product knowledge includes Indoor & Outdoor LED & LCD screen display systems.
7. Assist other markets to promote and sell Myriad's products and assist with any sales or marketing efforts as required.
8. Utilize various computer systems including but not limited to; Word, Outlook, Excel and PowerPoint to communicate & document work efforts, process and create support documentation.
9. Continuously learn about Myriad's products by attending product and sales training provided by Myriad, as well as studying product literature.
10. Work effectively as a team member. Work with limited daily supervision.



#### Minimum Job Qualification Requirements:

1. Bachelors degree in business, economics or similar.
2. 2 years experience with large electronic displays, advertising or similar fields which include:
  - 2.1. Sales Experience: sales meetings, sales teleconferences & presentations, cold calling & prospecting to generate leads & sales opportunities, site visits to gather sales information, experience in creating sales strategies and experience in relationship selling. Must be capable of developing sales strategies which appeal to high- level business executives.
  - 2.2. Knowledge and understanding of advertising sales. Must be able to communicate benefits of electronic displays as an advertising medium.
  - 2.3. Participate in the permit process to assist buyers in securing sign permits for specified locations.
  - 2.4. Ability to build relationships with prospects and customers.

#### 3. COMMUNICATION SKILLS

- 3.1. Fluent in English and Arabic, French is additional benefit.
- 3.2. Articulate with excellent verbal communication skills.
- 3.3. Be comfortable & experienced in providing dynamic presentations in various settings, including local mayoral meetings, advertising agencies, outdoor companies, architects, construction companies and business owners/ board meetings.
- 3.4. Good writing skills, be able to provide clearly written summaries of meetings and discussions to clients with understandings of follow up and action items
- 3.5. Assist in developing/editing clear, concise proposals explaining the benefits of buying from Myriad

#### 4. PRESENTATION EXPERIENCE

- 4.1. Experience in developing various dynamic sales presentations, including but not limited to verbal presentations with support documents, Power Point presentations, Product demonstrations illustrating product & company benefits, discussions on advertising sales strategies and values
- 4.2. Develop & provide clear sales strategies during sales process
- 4.3. Clearly communicate the differences/benefits offered by Myriad
- 4.4. Professional appearance and presence when meeting with others.

#### 5. NEGOTIATION SKILLS

- 5.1. Experience in negotiating large sales & purchase agreements.
- 5.2. Experience selling product values and features, must demonstrate ability to successfully negotiate price without being the lowest price supplier.
- 5.3. Understand basics of proposal & Sales agreement language to negotiate/finalize agreements in conjunction with Myriad's management.
6. Must have a valid driver's license and own your own vehicle and be able to meet the Myriad Qualified Driver status. Motor vehicle records will be checked.
7. Candidate shall be able to use various computer systems including but not limited to; Word, Outlook, Excel, PowerPoint (AutoCAD is a plus) to communicate and create support documentation.
8. Background check will be conducted.
9. Must be a Lebanese national or have a valid resident visa.

