

**Position Title:** Sales Representative – Airports

**Employer:** Daktronics

**Description (if available):**

When you work at Daktronics, you'll be part of something amazing. We design, engineer, manufacture and support bold, eye-catching digital LED and LCD video displays and audio systems.

Our products bring excitement to professional, college and high school games. They attract customers for businesses around the world, and even provide direction for people as they travel, work and play.

As part of the Daktronics team, you'll have interesting, impactful work with flexible opportunities. You can learn and grow at a company that provides competitive compensation and meaningful benefits – and the people are second to none.

Daktronics engineers dynamic video displays to enhance the passenger experience and provide seamless wayfinding. Immerse passengers in the journey with custom architectural designs to guide and entertain at every step – roadways, curbside, ramps, gates, flight information and indoor video walls. With more than 30 years in the aviation industry, Daktronics offers reliable high-resolution indoor and outdoor video solutions, supporting more than 200 airports across the globe.

This is an opportunity to join Daktronics as a Sales Representative for the airport segment of the US/Canada Transportation Market!

Why consider Daktronics for my Sales career?

- Interesting Challenges & Exciting Products
  - Airports are early adopters of technology and innovation giving you the opportunities to sell exciting technologies into emerging market applications.
- Culture & People
  - Helpful, talented teammates who are curious and enjoy learning and sharing together.
  - Team centric learning environment rooted in iterative learning through learned market knowledge and a Growth Mindset.
  - Emphasize network vs. hierarchy model, including approach to team leadership and by collaborating with other Daktronics sales teams.
  - Every voice on the team is respected.
- Intentionally promote mentoring opportunities that are bi-directional.
- Mutual Prosperity
  - Long-term growth relationship where we win together!

Where is this opportunity located?

- As a Sales Representative, you have the flexibility to work remote from a U.S. home office.

What will work look like for me?

- Engage with airport operations management, commercial airline property management, architects, and sales channel(s), involved with airport landside operations, on-call services, and capital improvement design and construction projects.
  - Establish and nurture working relationships, educate on Daktronics solutions, and influence the design of visual communications systems.

- Deliver dynamic presentations in various settings to the entire range of audiences in this market.
- Coordinate with sales teams from the Out of Home, Commercial, and Spectacular markets as needed to develop successful engagement and proposal strategies.
  - Involve the appropriate sales and technical support teams as necessary, Application Engineering, Project Management, Subject Matter Experts.
- Prospect for new business opportunities at airports. Manage those opportunities through the entire customer journey (sales cycle).
  - Develop a working knowledge of the capital improvement planning and design process, and stakeholders involved.
  - Understand various procurement methods (Design-build, CM@R, Progressive DB, etc.) and how they translate into the organization of visual communications systems design packages.
  - Deliver winning quotations and proposals and follow up from bid through negotiation phases.
- Plan, prioritize, and record sales activities.
  - Develop and execute a weekly sales plan to include customer meetings, presentations, trade shows, cold calls and planned calls, research, and follow up.
  - Utilize Salesforce Customer Relationship Management (CRM) to manage accounts, sales opportunities, leads, and all customer engagement activities.
  - Utilize Challenger Sales concepts in the selling process.

What skills will make me successful in this role?

- Curious, strategic thinking.
- Develop an understanding of how commercial airports operate. The ability to discuss industry trends and provide industry insight is a critical aspect to becoming an “industry expert” for the airport management community.
- Ability to earn trust.
- Develop deep, mutually beneficial relationships with key stakeholders in this market.
  - Ability to thrive in challenging environments and situations.

**Minimum Requirements (if applicable):**

- Bachelor’s degree in sales, business, economics, marketing, technical area, or similar.
- Prefer 3+ years of field sales or aviation industry experience.
- Communication skills including good verbal and written skills, ability to develop and present winning presentations of Daktronics products and services. Fluent in English, both written and verbal. Knowledge of Spanish or French helpful.
- Demonstrated ability to build and maintain relationships with sales partners.
- Prefer proven knowledge of the capital improvement planning and design process, and stakeholders involved.
- Prefer experience in negotiating multi-million-dollar sales and purchase agreements.
- Strong computer skills to include but not limited to Outlook, Word, PowerPoint, Excel, Salesforce, and LinkedIn.
- Ability to travel by air and ground throughout North America (United States and Canada). Valid driver’s license. Motor vehicle records will be checked. Must be able to meet and maintain Daktronics Qualified Driver status. Overnight travel is about 15% of the time with range of 1-6 days per trip with an average of 25 trips per year including about 6 weekends.
- Effectively exercise discretion and independent judgment.
- Applicants must be 18 years of age or older.

- Ability to meet all workplace safety requirements, which includes following safety protocols related to COVID-19.
- Daktronics does not sponsor, renew, or extend immigration visas for this position.

**Who to Contact:** Kristina Lankow ([kristina.lankow@daktronics.com](mailto:kristina.lankow@daktronics.com))

[https://careers-daktronics.icims.com/jobs/5857/sales-representative---airports/job?in\\_iframe=1](https://careers-daktronics.icims.com/jobs/5857/sales-representative---airports/job?in_iframe=1)