

## SALES MANAGER (US)

### THE COMPANY

August Robotics is a growing international start-up which builds **robots to automate dirty, dangerous and dull jobs** for businesses. August Robotics believes in the potential for humans and robots to collaborate and co-operate, and aspires to be at the forefront of the coming “robotics revolution”.

Our flagship robot, Lionel, uses **world-leading automation technology and advanced artificial intelligence** to assist exhibition companies to setup conventions and trade shows. Lionel the robot is used by many of the biggest corporations in the USA exhibition industry. Consequently, our USA office is headquartered in Las Vegas, Nevada, the USA’s biggest trade show market. We’re seeking to add a business development superstar to grow sales for our robots across North America.

### YOUR SKILLS

This role is well-suited for an **entrepreneurial and customer-focussed** business leader keen for professional independence, responsibility for commercial outcomes and the experience of working in a well-resourced and fast-growing start-up.

You must show:

- Prior work experience in a **sales role**
- Strong **business development capabilities**, with an ability to network your way to **target clients** and negotiate long-term contracts with them
- Excellent communication skills and ability to **convince and inspire** potential customers about the benefits of the products and services you are selling
- Ability to put together professional and strategic customer proposal documents to assist you in your sales efforts
- Demonstrated ability to build and **maintain relationships** with customers, stakeholders and potential partners
- Strong **customer focus** and determination to give customers the best possible experience with our products
- Ability to **negotiate** effectively on behalf of the company on pricing, sales and operations matters
- **University degree** from a top-tier institution
- Strategic smarts, attention to detail and analytical rigour
- Eligibility to work in the USA & native English language skills

The following are helpful but not required for this role:

- Existing networks in the trade show and exhibition industry
- Existing networks or experience in the construction industry or warehousing industry
- Experience working in a start-up environment

### THE ROLE

As the US Sales Manager, you will be based in August Robotics’ office in Las Vegas (Nevada). Your main responsibilities will include:

#### 1. Lead generation – trade shows & exhibitions

- Together with your colleagues, you will determine the strategy to expand Lionel’s commercial reach across North America
- You will use all tools at your disposal (LinkedIn, warm referrals, cold outreach, onsite meetings, etc...) to generate new leads within the exhibition industry
- You will participate in industry events and conferences to build your network in the trade show and exhibition industry

#### 2. Lead cultivation and deal closure – trade shows & exhibitions

- You will follow up all leads in a comprehensive manner, showing determination and creativity to get face time with all interested parties
- You will guide customers through the sales process, answering their questions, giving sales presentations and arranging demos in a manner that maximizes the chances of a speedy sale
- You will collaborate with internal stakeholders on client proposals and technical demonstrations
- You will lead commercial negotiations with potential clients

#### 3. Commercial expansion to adjacent industries in the USA

- Lionel has already started marking floors in other sectors in the USA (e.g. factories, warehouses), you will collaborate with your colleagues to drive the market entry strategy substantial commercial traction in each of the adjacencies
- Similarly as for exhibitions, your role in building the business in these adjacencies will cover the full sales cycle from lead generation right through to contract signature

### HOW TO APPLY

An attractive remuneration package consisting of salary, sales commissions, health care and company share options will be available to qualified candidates. To apply, please send your CV and cover letter to [employment@augustrobotics.com](mailto:employment@augustrobotics.com).