

# CITY THEATRICAL

NEW YORK • LONDON

An Environmental Lights Company

## Job Description

Posted: 7 February 2025

**Title: UK Sales Specialist**  
**Reports to: VP, Sales**

**Department: Sales**

City Theatrical Ltd., City Theatrical's UK-based company, has been inventing and manufacturing award-winning, industry-leading products and technology for over 39 years. Even if you have never heard of City Theatrical, chances are you have seen our industry-trusted products brought to life in productions on the West End and Broadway, such as: **Broadway:** *MJ The Musical, Moulin Rouge! The Musical, Hamilton, The Phantom of the Opera, The Lion King*, among [many others](#).

**Tours:** [Madonna's Celebration Tour](#) and MDNA Tour, Carrie Underwood's [Denim & Rhinestones Tour](#), Britain's Got Talent, U2's 360 Tour, Taylor Swift's Red Tour, and more.

**Broadcast Television studios:** [CBS Studio](#) for *Evening News with Norah O'Donnell*, [ESPN Studio Y](#) for *SportsCenter*, NBC's *The Tonight Show, Saturday Night Live*, and *Late Night with Seth Meyers*, MSNBC News, Fox News, NBC Sports, and more.

**TV and Film Industry Projects:** [The Unicorn](#), Netflix Film [End of the Road](#), [Stranger Things](#) Season 4, *The Gilded Age, The Marvelous Mrs. Maisel*, and more.

City Theatrical's dedication to being the best in the industry exemplifies the company's culture and motto: We invent, manufacture, and customize unique lighting accessories and technology.

The primary role of the **UK Sales Specialist** is to ensure that the strategic goals of the business are met through continuous contact and relationship building with existing dealers, end users of our products and prospective new customers.

### Outlook:

You are the key to this role! To succeed, you will need tenacity, high energy and the ability to drive yourself to achieve sales targets. You will be an individual contributor. By learning and developing your knowledge of our products and their capabilities within the industry, you'll have an outstanding career with City Theatrical's full support and acknowledgement.

### Responsibilities:

The Sales Specialist will be tasked with growing the existing customers (dealers), create new customers and meet or exceed monthly, quarterly and annual sales quotas at the appropriate gross margin.

- Generate new and repeat sales by providing solution information in a timely manner
- Develop new business by calling on companies and individuals who do not have prior experience using City Theatrical products
- Determine customer requirements and expectations to recommend specific products and solutions

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[www.citytheatrical.com](http://www.citytheatrical.com)

- Responsible for inside sales activities to include cold calling and emailing to generate additional sales
- Responsible for reaching out to, following up and managing specific list of customers to increase their sales
- Outside sales activities include attending trade shows, periodically visiting dealers, and performing demos as needed/requested
- Execute Monthly Sales Initiatives as directed by the VP Sales
- Recommend alternate and additional products based on customer need, cost, availability or specifications
- Present price, and terms in accordance with standard procedures
- Use Syspro, obtain accurate information relating to inventory availability, backlog, shipment dates and expected date of delivery
- Proactively recommend items needed by customers to increase customer satisfaction
- Increase sales and average order size by means of cross-selling, up-selling, add-on sales
- Educate distributors and/or customers about terminology, features and benefits of products to improve product related sales and customer satisfaction

### **Product Knowledge & Certifications:**

- Demonstrate a high level of product understanding and knowledge by:
  - Actively participate in daily training program
  - Read and study product materials independently
  - View all company training videos and webinars
  - Score a minimum of 90% on all written product certification exams
  - Pass practical exam of setting up & troubleshooting gear
  - Present & Demonstrate all City Theatrical products as specified by VP Sales

### **Education, Skills, Knowledge, & Abilities:**

- Bachelor's degree Technical Theatre/Theatrical Lighting and 1-2 years of industry sales experience preferred.
- Strong knowledge of the entertainment lighting industry, products, processes and people on a worldwide basis
- Proven ability to understand the sales process
- Strong communication and interpersonal skills.
- Strong attention to detail and demonstrated organizational skills.
- Ability to work independently and as part of a team.
- Ability to maintain confidentiality at all levels.
- Strong problem solving and creative thinking skills.
- Ability to compare City Theatrical products to competitor products.
- Ability to present a professional attitude and demeanor while attending trade shows and visiting customers.
- Proficiency with Microsoft Office Products, Salesforce.com knowledge is a plus.

### **Compensation Includes: Competitive Salary, Commission, Profit Sharing, 401K, Health Benefits**

To apply, send your cover letter and resume to: [info@citytheatrical.com](mailto:info@citytheatrical.com)

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Connect with City Theatrical! <https://www.citytheatrical.com>

