

NLS Lighting | REGIONAL SALES MANAGER Position

08/26/2026

Position: Regional Sales Manager—DALLAS, TX

Reports To: Vice President of Sales

Location: Remote

Status: Exempt

Job Summary:

The NLS Regional Sales Manager is responsible for driving revenue growth and market expansion within the assigned territory. This role leads, coaches, and develops a sales agency while executing regional sales strategies aligned with company goals. The ideal candidate is both strategic and hands-on, with a strong track record of exceeding sales targets and building high-performing teams.

Departmental Interfaces: The NLS Regional Sales Manager will interface with multiple departments including Marketing, Product Development, Engineering and Inside Sales Support.

Key Responsibilities

- Achieve assigned regional and territory sales goals
- Develop and execute regional sales strategies to achieve revenue and growth targets
- Lead, train and manage a team of sales representatives to maximize performance
- Monitor sales metrics, forecasts, and pipeline activity to ensure goal attainment
- Build and maintain strong relationships with key customers and strategic accounts
- Identify new market opportunities, partners, and channels within the region
- Collaborate with marketing, operations, and customer success teams to support sales initiatives
- Travel with agents, conduct performance reviews, and training sessions

- Ensure accurate CRM usage, reporting, and forecasting
- Represent the company at industry events, trade shows, and regional meetings
- Provides price guidance to maintain market competitiveness.

Required Skills & Experience

- Minimum 5 years of experience in the lighting industry.
- Experience managing multi-state or multi-market territories
- Strategic planning and budget management experience
- Ability to analyze data and translate insights into action

Requirements

- Travel throughout designated agency territories to lead joint sales efforts and implement key sales
- Minimum travel 50% per month
- Excel, PowerBi & Microsoft Suite
- Experience with CRM utilization
- CRM interface experience

Education

- Bachelor's Degree in Business, Marketing or related field

Work Environment

This is a remote job, which routinely uses standard office equipment such as computers and phones. The employee is exposed to a variety of extreme conditions that may be found during business travel as well as visiting the production facility.

Physical Demands

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and

reach with hands and arms and requires the ability to occasionally lift office products and supplies up to 30 pounds. The ability to work on a computer and phone while sitting for extended periods of time.

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. Other duties as assigned.

Job Type: Full-time

Benefits:

- 401(k)
- Health insurance
- Paid time off

Application Question(s):

- Lighting Experience Preferred

Education:

- Bachelor's (Required)

Experience:

- Multi-State Sales: 3 years (Required)