

Sales Manager

Custom Coating Innovations

Utility Products Dip Molding Manufacturer | Belleville, Illinois

Company

Custom Coating Innovations is a growing company specializing in the design and manufacture of protective electrical utility covers. Serving major power utilities nationwide, CCI offers both standard and customized solutions to enhance grid reliability, protect wildlife, and mitigate fire risks.

Position Summary

The Sales Manager is responsible for leading revenue growth, customer development, and market expansion for a specialized dip molding manufacturer serving the utility and electrical infrastructure markets. This role combines business development, key account management, channel development, and strategic planning in a hands-on environment typical of a company with annual revenue under \$3 million.

Key Responsibilities

- Develop and execute annual sales and marketing plans that support company growth objectives.
- Manage existing utility, OEM, distributor, and industrial customer relationships.
- Identify and secure new customers in electrical utility, telecommunications, renewable energy, infrastructure, and industrial markets.
- Build and maintain a sales pipeline using CRM tools and disciplined prospecting activities.
- Travel to customer locations, industry trade shows, conferences, and association meetings.
- Develop pricing strategies, proposals, quotations, and contract negotiations.
- Work closely with operations and engineering to ensure customer requirements are understood and delivered.
- Monitor competitive activity, market trends, new products, and customer requirements.

- Provide monthly sales forecasts, pipeline updates, and KPI reporting to company leadership.
- Establish distributor, representative, and strategic partner relationships where appropriate.
- Serve as the voice of the customer and identify opportunities for new products and market expansion.

Qualifications

- Bachelor's degree in business, Marketing, Engineering, or related field preferred.
- 4-5 + years of B2B industrial sales experience.
- Experience selling into utility, electrical, industrial manufacturing, or related markets strongly preferred.
- Strong written and verbal communication skills.
- High proficiency in Microsoft Office, particularly Excel and PowerPoint.
- Experience with CRM platforms, LinkedIn, and digital marketing tools.
- Strong presentation and public speaking skills.
- Ability to travel 20-40% as needed.
- Demonstrated integrity, curiosity, active listening, and customer-focused problem solving.

Compensation

Competitive base salary plus performance-based incentive compensation. Benefits to be determined.