Job title: Sales Executive

Location: Detroit, MI

Job description

As a Sales Executive you'll be responsible for driving revenue growth by identifying, pursuing, and securing crane rental and lifting service opportunities. This role requires a deep understanding of the construction and industrial sectors, strong relationship-building skills, and the ability to tailor solutions to client project needs. By using a consultative approach to selling, this person will use their expertise to identify and qualify leads, leading to sales opportunities with both new and existing customers.

Responsibilities

- Meet and exceed sales targets

- Develop and manage a pipeline of prospective clients in construction, industrial, utility, and infrastructure sectors

- Generate new business through cold calling, job site visits, networking, referrals, and industry events

- Successfully create business from new and existing customer accounts

- Negotiate pricing and terms within established guidelines

- Build rapport and establish long-term relationships with customers

- Collaborate with operations and dispatch to ensure project logistic and customer expectations are aligned

- Track activity using CRM software and report on forecasts and KPI's

- Maintain in-depth knowledge of JJ Curran's fleet, capabilities, and certifications

- Stay informed about industry trends

Qualifications

- Proven track record in b2b sales, preferably in crane rental, equipment leasing, or construction services

- 2-5 years quota carrying sales experience

- Knowledge of crane types (e.g., crawler, all-terrain, rough terrain) is a plus

- Experience and working knowledge of CRM systems

- Self-motivated with a results-driven approach

- Excellent communication and negotiation

- Valid driver's license and willingness to travel within assigned region

Preferred Attributes

- OSHA 10/30 certification or industry safety knowledge

- Existing network within Michigan construction, utility, or industrial markets

- Understanding of union labor requirements and job site coordination