

Job Title:	Sales Specialist
Company:	Identity Architects 111 Travis St. Houston, TX 77002 713.595.2150
Level/Salary Range:	5 years+
Accountable to/for:	Marketing Director

JOB DESCRIPTION

Position: Sales Specialist

We are seeking a dynamic, strategic, and relationship-driven **Sales Specialist** to join our Houston-based architectural firm. This role is responsible for driving business growth by identifying new project opportunities, nurturing client relationships, and leading proposal development efforts. The ideal candidate will have experience in professional services sales (ideally AEC or architecture), strong communication skills, and a passion for design and the built environment.

About Us: Identity Architects is a dynamic architectural firm dedicated to creating innovative and sustainable designs that inspire and enrich communities. We believe in fostering a collaborative and supportive work environment where all team members' contributions are valued and respected.

Position Overview: As the Sales Specialist at Identity Architects, you will be responsible in driving revenue growth by developing and leading a company's sales strategy, managing the sales team, building client relationships, and ensuring targets are met or exceeded. In an **architectural firm**, this role is adapted to focus on **project acquisition** through relationship-building, proposal coordination, and market positioning.

Qualifications:

- Bachelor's degree in business, Marketing, Architecture, or related field; MBA or equivalent a plus.
- 5+ years of proven experience in sales, business development, or client-facing roles — preferably within architecture, engineering, construction, or professional services.
- Strong understanding of the architectural design process and AEC industry dynamics.
- Excellent written and verbal communication skills.
- Proven experience managing client relationships and closing high-value projects.
- Proficiency in CRM tools (e.g., Salesforce, HubSpot) and Microsoft Office Suite.
- Local market knowledge of the Houston region and surrounding areas is strongly preferred.

Key Responsibilities:

Sales Strategy & Planning

- Develop and implement sales strategies that align with company goals and market demands.
- Regularly analyze industry trends and customer behaviors to refine approaches and maximize growth opportunities.
- Forecast future sales and establish growth plans based on historical data, pipeline metrics, and market insights.
- Collaborate with marketing, product, and finance teams to align sales initiatives with cross-functional objectives.
- Identify new market segments and business opportunities to diversify revenue streams.
- Set pricing strategies in coordination with finance and executive leadership.

Client Relationship Management

- Represent the company at client meetings, trade shows, and industry events to enhance visibility and rapport.
- Build, nurture, and expand long-term client relationships to encourage loyalty and repeat business.
- Oversee client negotiations, manage key accounts, and ensure customer satisfaction throughout the sales cycle.
- Act as the primary escalation point for complex client issues and ensure timely resolution.
- Conduct regular client reviews and check-ins to understand evolving needs and upsell opportunities.
- Customize solutions and proposals to address specific client pain points and business goals.
- Collaborate with customer success and service teams to ensure a seamless post-sale experience.

Performance Monitoring & Reporting

- Define sales KPIs, track team performance, and use data-driven insights to drive productivity.
- Prepare detailed performance reports and present actionable recommendations to senior leadership.
- Monitor pipeline health and forecast accuracy to identify gaps and take corrective action.
- Use CRM and sales analytics tools to measure sales effectiveness and identify trends.
- Implement performance improvement plans for underperforming team members.
- Benchmark team performance against industry standards and competitors.
- Regularly review and optimize the sales process for efficiency and scalability.

Benefits:

- Competitive salary and benefits package.
- Weekly and Monthly companywide engagement activities
- Opportunities for professional development and growth within a supportive team environment.
- Individualized recognition and rewards for contributions and achievements.
- Flexible schedules and work locations
- Health, Vision, and Dental coverage
- Life insurance policies
- Retirement planning
- Wellness benefits

Company Culture

The Identity Architects' team is a diverse group of professionals with a wide range of credentials and includes a database of experts we work with daily. Our people understand that no one person has all the answers to the complex environment. At Identity Architects we have a "no doors" policy. We have no doors in our studio and all employees are encouraged to constructively engage in any conversation regardless of invitation, status, or expertise. Concise communications and our open culture designed to share knowledge are key to our ability to create, innovate and bridge gaps between the "Big Picture" and the "Details."

In 2003 David and Keenon solidified their successful partnership; today they proudly represent Identity Architects Inc, a firm dedicated to positive client experiences through a disciplined and engaging process with high quality results.

Core Values

Create

We are creative designers, thinkers, and problem solvers. We create value, produce exciting designs, deliver unique solutions.

Care

We care about the details and individuals. As professionals, we take pride and care about what and how we deliver successful collaborations.

Communicate

Clear, responsive, and honest communication. Effective communication builds relationships, efficiency, and satisfaction.