

OUTSIDE SALES REPRESENTATIVE

LOCATION: GRAND RAPIDS | MODE: FULL-TIME | INDUSTRY: CABINET MANUFACTURING

ABOUT US

CLEO is a manufacturer of contemporary cabinetry and furniture based in Grand Rapids, Michigan, serving commercial and residential markets throughout West Michigan and the broader Midwest region. CLEO partners with builders, developers, and design professionals to deliver high-quality, design-forward cabinetry solutions.

We are seeking an experienced Outside Sales Representative with an established network primarily in the commercial construction industry and, secondarily, among residential builders, architects, designers, and large end users. This role is ideal for a results-driven professional who understands the commercial building cycle, navigates contractor and developer relationships, and drives project-based sales from specification through completion.

ABOUT THE ROLE

The Outside Sales Representative will focus on developing and expanding CLEO's presence within the commercial builder market. This includes cultivating relationships with general contractors, developers, architects, and design firms, identifying project opportunities early, and managing the sales process through quoting and closing.

The position includes regular in-person meetings with customers and prospects throughout West Michigan, as well as frequent strategic in-office collaboration.

RESPONSIBILITIES

- Develop and execute a strategic sales plan focused on commercial builders and contractors
- Leverage existing industry relationships to generate new project opportunities
- Identify and pursue early-stage project leads through networking and market research
- Build and maintain strong partnerships with general contractors, builders, and A&D firms
- Manage the bid and proposal process, including accurate scope review and pricing coordination
- Track and follow up on project timelines from specification to close
- Represent CLEO at industry events and networking functions
- Collaborate with internal estimating and production teams to ensure seamless project execution
- Maintain consistent communication with clients to drive repeat and referral business
- Work with our brand manager to maintain our brand's online identity on appropriate social media accounts and SEO.

COMPENSATION & EARNING POTENTIAL

- Competitive base salary + commission commensurate with experience and performance
- Commission structure tied to sales, gross profit, and project performance
- Opportunity to leverage and grow the existing book of business
- Long-term earnings growth aligned with territory expansion

We are seeking a results-driven professional who is confident in their ability to generate revenue and build long-term commercial & residential partnerships. Compensation is structured to reward strong performance and sustained growth.

EQUAL OPPORTUNITY EMPLOYER

CLEO is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, protected veteran status, or disability status.

SKILLS & QUALIFICATIONS

- 5+ years of B2B sales experience required
- Minimum 2+ years of selling to commercial builders, general contractors, or within the commercial construction industry required
- Established relationships within the West Michigan commercial building community are strongly preferred
- Experience with cabinetry, millwork, architectural products, furniture systems, or related industries is preferred
- Demonstrated understanding of the commercial construction process and bid cycle
- Proven ability to manage sales cycles and complex project-based accounts and pricing structures
- Excellent negotiation, presentation, and communication skills
- Highly self-motivated and goal-oriented
- Proficient in Office 365 and CRM software
- Valid driver's license and reliable vehicle required

BENEFITS

(ELIGIBLE EMPLOYEES AVERAGING 30+ HOURS/WEEK)

- Healthcare with HSA
- 401(k) with company match
- Paid time off and holiday pay
- Life and disability insurance
- Company-provided cell phone plan
- Company-provided laptop and tablet
- Flexible schedule, flexible hours, both part-time and full-time will be considered