



Heartland Video Systems

Professional Broadcast & Media Technology Solutions

Regional Sales Manager – ProAVL

FLSA Classification: Exempt (Outside Sales)

Department: Sales

Reports To: Director of Sales

Location: Remote – Travel will be required

Role Summary

As Heartland Video Systems (HVS) continues to expand in the Professional Audio Visual and Lighting (AVL) markets, we are seeking a strategic relationship builder who is energized by developing new opportunities, growing customer partnerships, and helping shape the future of our business. The Regional Sales Manager-ProAVL is responsible for identifying new business opportunities, building strategic customer relationships, expanding HVS's presence in targeted markets, and driving revenue growth within an assigned territory.

Working closely with Sales Engineers, manufacturer partners, and leadership, this role serves as a key contributor to HVS's continued growth by introducing customers to comprehensive technology solutions while expanding the company's presence across Corporate, Education, House of Worship, Community Media, and other ProAVL market segments.

This position is best suited for an individual who enjoys opening doors, creating new relationships, and developing opportunities rather than managing an established book of business.

Core Responsibilities

- Generate new business opportunities through prospecting, networking, cold outreach, and customer appointments.
 - Develop an understanding of emerging markets and industry opportunities and share those insights with the broader HVS team.
 - Develop and maintain relationships with new and existing customers.
 - Prepare and execute territory growth strategies in partnership with the Director of Sales, coordinating Sales Engineers, Sales Support, and manufacturer partners to expand HVS's presence in targeted ProAVL markets.
 - Lead professional customer meetings to understand business needs, present tailored technology solutions, and advance sales opportunities through effective planning, communication, and follow-up.
 - Guide customers through the consultative sales process by identifying needs, recommending tailored technology solutions, and delivering value-driven proposals.
 - Coordinate manufacturer product demonstrations with potential customers
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Heartland Video Systems, Inc.

Trusted Since 1997

CORPORATE OFFICE

1311 Pilgrim Road, Plymouth, WI 53073
(800)332-7088 | (920) 893-4204

www.heartlandvideosystems.com



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- Educate customers on how products and services can benefit them professionally and financially.
- Follow industry trends to identify new opportunities for potential sales.
- Maintain records of sales leads and /or customer accounts.
- Provide and maintain product forecasts, and sales reports to management.
- Travel is required within sales territory to meet prospects and existing customers, to corporate office and to attend trade shows. Travel may be frequent at times and require covering all parts of the US.

Key Performance Expectations

- Develop and maintain a healthy pipeline of qualified opportunities.
- Expand HVS's presence within targeted ProAVL market verticals.
- Build long-term customer and partner relationships.
- Maintain accurate CRM data and forecasting.
- Collaborate effectively with engineering, sales support, and manufacturer partners.
- Represent HVS professionally and consistently with customers, vendors, and other employees.

Required Skills & Competencies

- Self-motivated with strong organizational and time management skills.
- Excellent interpersonal and communication skills.
- Ability to work independently while collaborating across departments.
- Strong presentation and relationship-building abilities.
- Comfortable learning technical products and communicating their value.
- Demonstrated ability in meeting sales objectives.
- Proficiency with Microsoft Office and CRM software.
- Willingness to travel extensively within assigned territory and throughout the U.S. as needed.

Preferred Experience

- Experience in ProAVL, broadcast, technology integration, B2B sales, or related customer-focused industries is preferred but not required.
- Bachelor's degree in Business, Communications, Marketing, or a related field.
- We welcome candidates ranging from early-career professionals to experienced industry veterans.

Success Profile

The individual in this role:

- Is energized by building new relationships and opening doors.
- Thinks strategically while remaining hands-on in business development.
- Is self-motivated, resilient, and comfortable working independently.



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- Collaborates effectively with engineering, manufacturers, and internal teams.
- Enjoys learning new technologies and solving customer challenges.
- Represents HVS with professionalism and integrity.

Why Join Heartland Video Systems?

Unlike many organizations, HVS combines the responsiveness of a family-owned company with the technical depth of an experienced engineering team, giving our team the resources they need to succeed. As we continue expanding our ProAVL business, you'll have the opportunity to make a meaningful impact, work closely with leadership, and help shape the future of a respected technology integrator.

Heartland Video Systems offers a comprehensive benefits package including:

- Group Health and Vision Insurance
- Group Disability and Life Insurance
- 401(k) Plan with Company Match
- 9 Paid Holidays
- Vacation and Personal Time Off
- Continuing Education Opportunities
- Career Growth and Advancement

If you enjoy building relationships, identifying opportunities, and helping customers solve technology challenges—and are eager to grow your sales career—we encourage you to apply.

Ready to go places with us? We'd love to hear from you by contacting:

Tara Guell

Human Resources | Payroll Specialist
Heartland Video Systems, Inc.
1311 Pilgrim Rd, Plymouth, WI 53073
tguell@heartlandvideosystems.com
Direct: 920-893-6757

We are an Equal Opportunity Employer and consider all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other protected status.

This role requires candidates to be physically located in the United States and legally authorized to work in the U.S. at the time of hire. Sponsorship is not available.



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