



Job Title: Luxury Residential Sales Manager
Company: Adanac Sales
Location: Port Coquitlam, British Columbia
Job Type: Full-time
Department: Sales

About Adanac Sales LLP

Adanac Sales LLP is a premier sales agency representing world-class brands such as **Lutron Luxury, Sonance, James Loudspeaker and JoshAi** across British Columbia. We specialize in connecting integrators, designers, architects, and builders with best-in-class lighting, lighting control, shading, and audio solutions. Our mission is to elevate the standard of smart living through exceptional service, technical expertise, and a passion for design-driven technology.

Position Summary

We are seeking a motivated and experienced **Sales Manager** to lead sales efforts across British Columbia. This role will focus on growing relationships with integrators, luxury builders, designers, and architects, and expanding the reach of our premium product lines. In addition to working closely with the manufacturers we represent in the province. The ideal candidate is deeply familiar with the custom integration (CI) channel and brings a consultative, design-forward sales approach.

Key Responsibilities

- Effectively able to manage and motivate a team of sales professionals.
 - Drive sales of Lutron Luxury, Sonance, James Loudspeaker, JoshAi and other premium AV/smart home brands represented by the company.
 - Cultivate and manage strong relationships with dealers, custom integrators, designers, architects, and builders.
 - Develop and execute strategic sales plans to increase sales, brand visibility and market share in BC.
 - Conduct in-person and virtual product demos, training sessions, and presentations.
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- Provide ongoing support to partners to ensure successful product integration and customer satisfaction.
 - Collaborate with manufacturers to align regional strategies and stay ahead of market trends.
 - Track performance and report regularly to leadership team.
 - Attend trade shows, industry events, and training sessions.
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Qualifications

- Minimum 3 years of sales experience in the luxury AV, lighting, or smart home industry.
 - Strong understanding of the CI channel and the high-end residential design/build market in BC.
 - Familiarity with Lutron, Sonance, James Loudspeaker, JoshAi or similar premium product lines.
 - Proven track record of developing B2B relationships and driving revenue growth.
 - Excellent communication, negotiation, and presentation skills.
 - Ability to work independently while staying aligned with team objectives.
 - Proficiency in CRM tools, Microsoft Office, and virtual meeting platforms.
 - Travel is an essential component of this role.
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Preferred Experience

- Technical knowledge of lighting control, architectural audio, and smart home systems.
 - Background working with luxury residential design or custom construction firms.
 - Experience with complementary technologies such as Crestron, Savant, or Control4.
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What We Offer

- Competitive base salary plus performance-based incentives.
 - Health and wellness benefits.
 - Professional development and product training.
 - Opportunity to work with leading-edge brands and prestigious clients.
 - Collaborative team culture with a focus on innovation and excellence.
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