

Sales Executive - Construction

ARROW TIMBER FRAMING · KALAMA, WASHINGTON · FULL-TIME, ON-SITE

About Arrow Timber Framing

Arrow Timber Framing has been building timber structures in the Pacific Northwest since 2002. Our Founder started as a framing carpenter, took on one client who wanted a timber frame home, and taught himself the craft from the ground up. Twenty-plus years later, a team of fourteen employees design, mill, and raise timber work across the Pacific Northwest and beyond.

We are growing, and we intend to keep growing. This role is a direct response to that: Bert has been the primary salesperson since the beginning, and the business has outgrown one person doing sales, design, and everything else. **This is the company's first dedicated sales hire, and it is the most important hire we will make.**

Description

The ideal Sales Executive has a combination of sales, construction, and design experience. Perhaps you are or were a general contractor, custom home builder, or lead carpenter who wants a different mix of work.

You know construction because you have done it. You can read a set of plans and immediately see what is structural, what is decorative, what is going to be a problem in the field, and what is going to blow the budget. You have stood in front of homeowners and delivered hard news about cost and schedule. You have argued with a framer about a detail that mattered. Somewhere along the way you found what you love most: sitting with a client, solving design problems and making dreams into realities.

You do not need to be a timber framer. We can teach timber. We cannot teach construction judgment, design instinct, or the ability to earn a homeowner's trust in the first twenty minutes.

Requirements

We hire against deliverables, not résumés. Here is what success looks like twelve months in:

- ◆ You own every incoming sales conversation from first call through signed agreement.
- ◆ You raise our conversion rate from initial design conversation to signed project.
- ◆ You personally own a sales plan of signed projects for the year.
- ◆ You will drive our sales process.
- ◆ You bring a network among architects, designers, custom builders, and land brokers across the Pacific Northwest.
- ◆ You are trusted to shape design direction on a project - not just sell it.

Responsibilities

SALES

- ◆ Convert inbound interest into scheduled sales meetings, design engagements, and signed projects.
- ◆ Sell a premium product on its merits.
- ◆ Manage three different audiences, each with different worries:
 - Homeowners, who need confidence that the result will match the picture in their head.
 - Builders, who can be wary of the complexity a timber package adds to their schedule.
 - Architects, who need to know we are amplifying their work, not taking credit for it.
- ◆ Keep a disciplined pipeline. Follow up relentlessly and warmly.

CLIENT AND DESIGN WORK

- ◆ Run the first conversation with prospective clients who reach out through our website, YouTube channel, referrals — and, frequently, from pulling off I-5 and calling us because they saw the shop.
- ◆ Take an existing house design and show the client what it could become. This is the heart of the job. Roof lines, massing, where the eye is drawn, which spaces earn the timber and which do not.
- ◆ Work alongside our team to develop concepts, then present them in a way that makes the client want to build it.
- ◆ Prepare estimates and proposals, and hold honest budget conversations early rather than late.

Previous Experience

CONSTRUCTION EXPERIENCE

- ◆ 5+ years running residential construction as a general contractor, custom home builder, lead carpenter, superintendent, or project manager. You have been responsible for outcomes, not just tasks.
- ◆ Fluent with floor plans and design specification sheets. You can read a set of plans and lead a customer through a design process.
- ◆ Working knowledge of structural design — loads, spans, connections.

DESIGN CAPABILITY

- ◆ A demonstrable eye. You can look at two houses and explain in specific terms why one is beautiful, and one is not.
- ◆ Roof lines and massing. Most people who claim design experience are really floor-plan people. We need someone who understands elevations, proportion, and how the roof drives whether a house reads as beautiful.
- ◆ Comfort sketching or marking up a drawing in front of a client to make an idea land.
- ◆ Some fluency with design or drafting tools — CAD, SketchUp, Chief Architect, or similar. You do not need to be a production drafter; you need to be able to communicate visually.

SALES AND CLIENT CAPABILITY

- ◆ A track record of consultative selling — long sales cycles, high-consideration purchases, real dollars. This may have come through running your own contracting business rather than a formal sales role, and that counts.
- ◆ Comfort discussing money directly and without apology.

HELPFUL, BUT NOT REQUIRED

- ◆ Experience in high-end or custom residential specifically.
- ◆ CRM software experience and a habit of using it thoroughly.
- ◆ Experience with timber frame, heavy timber, log, or post-and-beam construction.

Compensation and benefits

BASE SALARY \$85,000	COMMISSION 0.5% of signed contract value - uncapped	PERFORMANCE BONUS To be determined
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- ◆ Health coverage, including our company health-sharing arrangement for major expenses and a direct clinic relationship in Vancouver, WA, covering routine care.
- ◆ Paid vacation and holidays.
- ◆ A shop full of people who care about the work, and a founder who will teach you timber framing from the inside.