

JOB TITLE: Regional Sales Representative - Car Wash Solutions

EMPLOYER: Micrologic Associates

DEPARTMENT: Sales

SUMMARY:

At Micrologic Associates, we provide top notch products, services, and support to our clients in the car wash and quick lube industries. Offering a variety of equipment and software solutions, we aim to shape the future of car washing with cutting-edge products and services that recognize the changing needs of the industry. We thrive on turning ideas into solutions and always strive for excellence.

The Regional Sales Representative is responsible for driving new business growth among independently owned and regional car wash operators, including tunnel washes, in-bay automatics (IBA), and self-serve locations.

This role focuses on selling an integrated technology platform that includes point-of-sale systems, payment processing, hardware, software subscriptions, and operational analytics designed to modernize car wash operations and improve site profitability.

The ideal candidate understands the car wash operator mindset, is comfortable selling capital equipment combined with recurring SaaS, and can manage longer consultative sales cycles with owner-operators and small regional chains.

DUTIES AND RESPONSIBILITIES:

New Business Development

- Identify and develop relationships with owner-operators and regional car wash groups (1–20 locations)
- Prospect through industry networks, referrals, trade shows, outbound outreach, and territory development
- Maintain a consistent pipeline of qualified opportunities across tunnel, in-bay, and self-serve segments

Consultative Sales

Understand operator economics including:

- Wash volume
- Membership programs
- Payment acceptance
- Labor costs
- Equipment utilization

Present solutions that improve:

- Revenue per wash
- Membership conversion
- Operational efficiency
- Customer experience

Solution Selling

Sell and position integrated solutions including:

- Point of Sale systems
- Kiosks and pay stations
- Site automation hardware
- Membership and loyalty software
- Data analytics and reporting tools

Territory Management

- Own a defined regional territory
- *Build relationships with:*
- Car wash owners
- General managers
- Site operators
- Maintain strong territory planning and pipeline forecasting

Deal Management

- Manage full sales cycle from prospecting to close
- *Coordinate with:*
- Sales Management

- Project Management
- Customer success
- Structure deals involving hardware purchases, SaaS subscriptions, and payment processing agreements

Industry Presence

- Represent the company at regional car wash associations and industry events
- Build a reputation as a trusted advisor within the car wash operator community

QUALIFICATIONS:

Required Experience

- 5+ years of sales experience
- Experience selling into SMB or regional owner-operators
- Track record of meeting or exceeding sales quotas

Preferred Experience

- Car wash industry experience
- Automotive services or equipment sales
- POS or payment processing solutions
- Hardware + software bundled solutions
- Field sales within a defined geographic territory

Willingness to travel:

- 75% (Required)

Work Location: On the road

Pay: From \$85,000.00 per year (negotiable)