



JOB DESCRIPTION

Job Title: Sales Representative
Department: Sales
Reports to: Vice President of Sales

Job Summary:

The Sales Representative focuses on securing new business through skilled prospecting and follow-up, networking, and cold calling while serving an existing account base. This position is responsible for the sales and margin performance within an assigned territory.

Duties & Responsibilities:

- Utilize consultative selling practices by applying questioning techniques to uncover customer needs and offer solutions to them.
- Set appointments and call on customers at the decision-maker level: Designer, Buyer, Marketing Director, VP of Marketing.
- Travel regularly to visit clients. Some overnight travel may be required.
- Provide quotes as needed within acceptable profit parameters.
- Develop presentations for current and prospective customers in support of new business development activities.
- Apply and adhere to prescribed selling techniques to grow new and existing accounts.
- Learn and maintain an understanding of current technology solutions including interactive media to grow sales through non-traditional services.
- Communicate sales activities/forecasting on a monthly basis with management.
- Work closely with Client Services by providing job details that support our customer's projects.
- Interface with and provide support to the entire sales team assisting in sales and client activities.
- Work with the Marketing Director and Business Development Specialist to develop client target specific campaigns to obtain long-term strategic partners.
- Conduct market research to obtain key target information.
- Prospects for new business.
- Other duties as assigned

Skills & Educational Requirements:

- Consultative selling skills.
- Experience in graphic arts, communications, marketing or a related field is preferred.
- Strong understanding of technical capabilities of a large commercial print company preferred.
- Excellent organizational skills with proven ability to manage multiple projects.
- Excellent oral and written communications skills.

- Strong computer skills: Word, Excel, PowerPoint and Outlook.
- Interactive marketing experience.
- Ability to develop and conduct product presentations to mid-sized audiences.
- Creative problem solving skills.
- Ability to negotiate conflicts.
- Ability to focus on specific sales and profit goals.
- Ability to work extended hours as needed.
- High School degree required. Associates or Bachelors degree preferred.