

Job description Outside Sales

The Outside Sales Executive is responsible for managing complete alphabroder relationships with our customers in a geographic area and grows sales within assigned accounts

- Develops relationships with all sales, customer service and merchandising representatives in the account; Understands the end-user customer's needs and buying patterns; Conducts one on one meetings with sales representatives to uncover opportunities; Responsible for proactive and creative solution sets; Engages in end-user meetings.
- Develops relationships with all relevant constituents within their accounts (finance, marketing, operations, production, etc.).
- Plans customer contact goals annually by account and maintains a 30 day calendar using Outlook
- Works with marketing to plan and create programs and support materials to drive Private Label sales within their territory. This could include flyers, promotions, incentive programs and events.
- Understands the customer go to market strategy and knows customer programs, remerchandising schedule and method of managing, renewing, refreshing and fulfilling.
- Responsible for new product launch line presentations and sales plans.
- Uses internal resources to uncover, develop and close opportunities (trade marketing, decoration, EDI, pricing, credit, website, custom websites, etc.). Work cross-functionally and understands how to accomplish goals within the organization. Develops relationships across the organization to facilitate communication and achievement of goals.
- Manages administrative aspects of the job to include weekly reporting, 30 day calendar management, sales funnel management, program registration and renewal, DNR management, CRM reporting, program proposal tracking. Meets all due dates.
- Manages and maintains alphabroder's presence within their accounts, including but not limited to showroom management and upkeep and collateral management.
- Attends trade shows, industry events and customer events as necessary.

Required Skills:

- Excellent sales skills (SPIN selling)
- Excellent product merchandising skills
- Effective, engaging presentations skills
- Ability to train and demonstrate use, features and benefits of our website
- Excellent analytical skills; able to access the financial impact of a decision
- Strong administrative and organization skills
- Able to develop written strategic plans
- Proficient with Microsoft Office
- Willing to travel

Required Experience:

- Bachelor degree
- 1-2 years sales experience
- Demonstrated ability to use Word and Excel
- Strong verbal and written communication skills
- Must be able to manage multiple tasks, effectively prioritize and manage time
- Demonstrated ability to carry out special assignments and tasks with minimal supervision
- Strong organizational skills
- Strong sense of urgency with a results orientation
- Enthusiastic and energetic approach
- Demonstrated creative problem-solving skills