

**About Us:** IMAGEN Brands is a Top 40 supplier of Promotional Products. We have been in business since 1914. This Management Position will be based out of our office at 4680 Parkway Dr, Ste 200, Mason OH. We offer a small company working environment with the attractive benefits of a large company. Imagen Brands is made up of [www.crownprod.com](http://www.crownprod.com), [www.vitronicpromotional.com](http://www.vitronicpromotional.com), [www.mcmgroup.net](http://www.mcmgroup.net), [www.carolinasewn.com](http://www.carolinasewn.com), and check out our parent company, EBSCO Industries, Inc. at [www.ebscoind.com](http://www.ebscoind.com)

***EBSCO is an EOE - Race/Color/Sex/Religion/National Origin/Sexual Orientation/Gender Identity/Vets/Disabilities***

**Inside Sales Manager Imagen Brands, a division of EBSCO Industries, Inc.**

***Job Description:***

**Basic Function:** Inside Sales Manager is responsible for hiring, training, developing, evaluating, and motivating Inside Sales Representatives & Sales Coordinators, with the goal of increasing sales and profitability for IMAGEN Brands.

**Reports to:** Vice-President of Sales

**Principal responsibilities are:**

**Planning**

1. Develop & maintain department and individual Objectives, as well as promote IMAGEN & EBSCO Principles.
2. Develop & maintain sales goals and forecasts. Maintain detailed territory sales history.
3. Responsible for annual review of Inside Sales Expectations / Incentives and Bonuses.
4. Responsible for recommending quarterly incentive plans and creating call campaigns.
5. Identify obstacles to inside sales rep growth and develop strategies to overcome these obstacles.
6. Monthly 1 on 1 meetings with ISRs to set goals and establish talking points for upcoming month and with SC's to establish proactive marketing strategies for upcoming month.
7. Regular meetings with Vice-President of Sales regarding inside sales development, issues and concerns.

**Training and Development**

1. Recruit, hire and train all Inside Sales Representatives & Sales Coordinators
2. Maintain a written comprehensive training program for inside sales that is followed at each location. Maintain an Inside Sales Manual. Maintain Inside Sales Playbook.
3. Develop & maintain ongoing quarterly training programs for sales, products and other continuing education.
4. Responsible for creating & maintaining Inside Sales Tools. Selling Ideas - categorized by industry, developing case histories for individual products and Idea Generators - brainstorming sessions to generate new ideas for new products or "rethink" sales ideas for established products.
5. Research and develop creative selling techniques – using Proactive Marketing, Social Media, etc., in collaboration with Marketing.

**Monitoring, Reporting & Evaluation**

1. Daily, Weekly & Monthly monitoring of reps on job expectations and call requirements. Daily/monthly call reports. Analyze call times, types of calls, number of calls and provide monthly report to Vice-President of Sales. (current call reporting is limited by unavailable reports/data)
2. Bi-weekly meetings to enhance communication, share selling ideas, and reinforce company goals and objectives. Record and distribute meeting minutes for ISR's, SC's and Vice-President of Sales.
3. Monthly meeting (1 on 1) with each rep to conduct territory review of previous month sales and address any additional issues / concerns.

4. Quarterly SAL (Sit & Listen) with each inside sales rep. Provide coaching and constructive feedback to rep on all outbound calls. Provide a written report to the Vice-President of Sales regarding each rep, as well as a summary of the visit-morale and/or location specific issues.
5. Responsible for annual performance and salary reviews. Calculate all annual bonus payouts.
6. Liaison to District Sales Managers, Director of Sales and Regional Sales Managers.

**Additional Responsibilities:**

1. Management Continuing Education with a focus on team development and selling skills.
2. Participate (merchandise and exhibit) at industry tradeshows, tabletops & buying group meetings, as requested.
3. Special projects, as requested.

**Desired Qualifications:** The candidate should have a college degree, sales experience & 3-5 years' supervisory experience of 10 people. The candidate should have analytical skills for monitoring and setting inside sales goals, and be skilled at coaching and educating sales reps in growing their territories. They should have a high level of written and oral communication skills. They should have the ability to foster enthusiasm and an attitude for success in each of their team members, as well as build strong interdepartmental relationships. The ideal candidate will be able to coach but also be disciplinarian. The ideal candidate would understand the industry, the marketplace, the competition and understand our customer's needs.

**Working Conditions:** Will work in an office environment. Will be expected to travel, as needed, to other company facilities, as well as regional and national tradeshows. Periodic weekend or evening work is expected.

**Supervises:** Inside Sales Representatives & Sales Coordinators

Resumes sent to [priscillaw@vitronicpromotional.com](mailto:priscillaw@vitronicpromotional.com)