

BIC Graphic
Sales Account Manager – Houston TX
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Purpose of Job

- This position develops a sales presence for BIC Graphic in the assigned territory. Utilizing sales experience and knowledge of the promotional products industry the account manager actively develops, fosters and grows customer relationships. The account manager works with territory distributors to convey how BIC Graphic's advertising and promotional products fit into their respective customer's marketing plans.

Major Duties / Responsibilities

- Develop and grow sales in the assigned territory.
- Utilize strong sales and presentation skills to increase exposure to distributor customers within the assigned territory.
- Build and leverage relationships with distributor customers as well as demonstrate a deep understanding of how each goes to market including company stores, co-op programs, web stores, etc. and work with them to add BIC Graphic products to their selling suggestions by working to position BIC Graphic as a sales partner.
- Travel for presentations, meetings, and trade shows up to 50% a month in assigned territory
- Develop and maintain detailed account profiles for large accounts in territory.
- Develop, foster and grow customer relationships within assigned region, selling BIC Graphic's product lines to distributors in order to meet and exceed assigned sales goals.
- Manage territory of distributors conveying to them how our advertising and promotional products fit into their customer's marketing plans.
- Maintain contact with the distributors to resolve problems, respond to ongoing inquiries, investigate and resolve situations related to sales.
- Deliver the company's value proposition to distributors on our product lines so distributors have tools to provide the same value propositions to their customers.
- Participate as a collaborative member of a sales team and sales region.
- Develop strong knowledge of our key product offerings. Provide advice to clients regarding particular promotional products. Recommend merchandise based on clients and company's goal.
- Knowledge of principles and methods for showing, promoting, and selling promotional products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales systems.
- Problem solve quickly and efficiently.
- Review and analyze sales results for assigned territory
- Manage expenses and forecast for territory.

Minimum Knowledge, Experience, and Education Required for the Job

Education:

- 4 year degree required (external) or relevant internal experience

Special Training or Competence:

- Strong communication (both written and verbal), presentation and follow up skills.
- Excellent computer skills – MS Office, Outlook, CRM, ERP OBI systems.
- Ability to work and prioritize independently, self-motivated and driven.
- Must be detail oriented, have strong creative, analytic, critical thinking, decision making and presentation skills.
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Related Previous Experience:

- Exposure to a B2B and distributor sales environment preferred.
- Experience in the advertising and promotional products industry preferred.