



## **Outside Sales Representative**

**Summary:** A Safeguard distributor with a base of business in the New Orleans area is looking for an outside Sales Representative with a minimum of three years of outside sales experience in the print or promotional products industries to acquire new customers, retain existing customers and increase wallet share by promoting the company's value proposition and uniqueness in the marketplace.

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### **Entrepreneurial Work:**

1. Provide input for the company's strategic objective
  2. Increase sales annually and/or meet annual quotas and objectives
  3. Create opportunities for the development of new business revenue and growth of existing customer relationships
  4. Offer problem-solving solutions to any and all issues or concerns that customers may have
  5. Participate and represent the company in networking events as needed
  6. Provide feedback regarding market shifts, and technology impacts and changes
  7. Support Director of Sales & Marketing with sales, marketing and branding objectives
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### **Technical Work:**

1. Assure compliance with Sales & Marketing strategies and systems
  2. Assistance in building/supporting lead generation programs
  3. Measure results against predetermined and agreed upon objectives
  4. Participate in routine employee reviews
  5. Submit required sales, activity and/or opportunity reports
  6. Support requirements in implementation of CRM systems and marketing programs tied to such
  7. Conduct sales presentations when required
  8. Develop and enhance relationships with key accounts
  9. Quantify leads to ensure quality of time spent
  10. Make every effort to support individual sales goals
  11. Utilize time and territory management for efficiency purposes
  12. Handle/assist in customer and vendor problem resolution when necessary
  13. Regular meetings with Director of Sales & Marketing
  14. Acquire and maintain market and technical knowledge
  15. Implement new sales and marketing strategies
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### **Position-Specific Standards:**

1. Sales goals will be set annually and reviewed quarterly
  2. Employee reviews will be no less than twice per year
  3. Embrace and support the spirit of the company's objectives
  4. Utilize all collateral materials which will reflect the consistent image that sets the company apart
  5. Maintain excellent communication that promotes cooperation internally and externally
  6. Expenditures with self-promotions and local marketing must adhere to the company policy
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**Disclaimer:** The available position is not with Safeguard corporate, but is with a Safeguard franchisee.

**Interested candidates should send their resume with an email cover letter to:**  
[SafeguardRecruiting@gosafeguard.com](mailto:SafeguardRecruiting@gosafeguard.com).