

## **Account Executive**

### **General Summary**

A Safeguard distributor is looking for a high-energy, motivated Account Executive in the Philadelphia area with a minimum of three years of face-to-face sales experience in the print industry to achieve maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively offering Safeguard's products and related services. The ideal candidate should be a bright, energetic self-starter who can develop and follow a plan.

Time will be spent on developing new opportunities with new prospects as well as calling on existing customers to protect current revenue streams. Majority of time will be spent developing and closing new opportunities in new accounts. The goal is to ensure the company consistently meets or exceeds sales and profit growth objectives within new and existing customer accounts.

### **Essential Duties**

- Establish, develop and maintain business relationships with current customers and prospective customers in the assigned territory/market segment, to generate new business for the organization's products/services.
- Through consultative visits with customers, determine Safeguard products and services that meet their needs; both short- and long-term
- Make in-person visits and presentations to existing and prospective customers.
- Research sources for developing prospective customers and for information to determine their potential.
- Develop clear and effective written proposals/quotations for current and prospective customers.
- Create and manage customer potential plan for existing customers, highlighting existing revenue, potential, best opportunity, share and value opportunities.
- Identify advantages and compare organization's products/services.
- Plan and organize personal sales strategy by maximizing ROI for territory/segment.
- Supply management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products/services.

### **General Performance Requirements**

- Consult with customers on an ongoing basis to uncover their business needs & identify appropriate Safeguard products & services that will fulfill these needs.
- Documented track record of success
- Analyze territory/market potential and determine the value of existing and prospective customers.
- Coordinate sales effort with sales management.
- Must be able to accurately project monthly revenue & manage pipeline consistently
- Keep abreast of product applications, marketing conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and attending at least one industry trade association and/or local networking meeting per quarter.
- Participate in trade shows and conventions as opportunities arise.
- Must be willing to travel 25-30% of the time



### **Education and/or Experience**

- Experience with full color printing, checks and forms, stationery, direct mail and large-format printing required as well as a proven track record in new business development and/or customer account penetration a plus. Experience with promotional products and apparel preferred, but not required.
- Highly motivated and ambitious; results oriented, ability to work independently and in team environment.
- Strong communication, organization and time management skills.
- Must have minimum of 3 years of experience with direct and face-to-face selling to customers and prospects.
- Demonstrated aptitude for problem-solving – ability to determine solutions for customers (consultative sales approach).
- Excellent verbal and written communication skills.
- Proficiency in computer and use of Microsoft Suite applications and contact management software.
- A Bachelor's degree in Business, Marketing, Communications or related field preferred.
- Knowledge of e-Quantum software preferred but not required.
- Experience with major/national accounts preferred.

**Note:** *This job description in no way states or implies that these are the only duties to be performed. The requirements listed in this document are the minimum levels of knowledge, skills or abilities. Furthermore, this document does not create an employment contract, implied or otherwise, other than an "at will" relationship.*

**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).