

Job Description

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| <b>Job Title:</b> Business Development Territory Manager | <b>Reports to:</b> VP of Wholesale Sales | <b>December 2020</b> |
|  |  | Revision 12/17/2020  |

**Crystal D Mission:** *Together we will be the "First Choice" for crystal awards and gifts.*

**Job Purpose:** Identify and develop HIGH return accounts/relationships that will drive sales revenue growth within our wholesale channels.

**Character Traits:**

To be qualified for this role, this person must innately possess the following character traits.

|                 |                |
|-----------------|----------------|
| • Integrity     | • Gratitude    |
| • Committed     | • Gritty       |
| • Loyal         | • Driven       |
| • Empathic      | • Trusted      |
| • Aware         | • Self-Reliant |
| • Communicative | • Tenacious    |
| • Optimistic    | • Assertive    |
| • Confident     | • Listens Well |

**Planning:**

- Conduct customer research for targeted account activity
- Collaborate on establishing a plan for key accounts that aligns with the company's growth objectives
- Can prioritize and plan sales calls
- Gain access to accounts that are identified as targets
- Identify and focus energy and time on high potential target accounts

**Execution:**

- Proactive communication with targeted accounts
- Follow the established processes created by Crystal D
- Make business presentations to create, solidify, and advance relationships that generate revenue
- Execute consistent follow-up activities that will generate new sales opportunities
- Use CRM to track progress of relationship and communicate with teammates
- Focus on the targeted group within the wholesale channel
  - Promotional product distributors
  - National distributor companies
  - Buying Groups
  - Trophy retailers

**Voice & Face of Crystal D:**

- Communicate the benefits and features of Crystal D services and products
- Present compelling story to convince customer to make Crystal D their FIRST CHOICE for awards and gifts
- Be the brand champion by encouraging, clarifying, and communicating the Crystal D brand
- Builds rapport and connects with customers
- Encourage and influence key customers to promote the Crystal D product line
- Listens to and understands customer needs and pain-points

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**Qualification and Skill Requirements:**

**Technical Skills:**

- Maintain and grow technical knowledge and expertise
- Proficient in financial math and can create spreadsheet reports as needed
- Exceptional presentation skills
- Proficient in operations of personal computer
- Proficient using a CRM and other applications required for this position
- Read and write at college level
- Leverage technology to improve both internal and external customer experiences

**Sales Skills:**

- Knows the target customer base and how to leverage the relationship for maximum growth
- Knows the competition and their position in the market
- Knows how to get commitments and decisions
- Is comfortable talking about money – Is not apprehensive about closing the sale

**Prior Experience:**

This position requires a minimum of 5-10 years of promotional products industry sales

**Working Conditions:**

This position usually works for eight (8) hours during the period of 7:00 am to 7:00 pm. However, this position will require moderate work hours beyond the normal workday based on the demands of the business cycle, customer volume of business, and specific sales efforts underway. It has a high demand for tight deadlines. This position will experience moderate interruption in workflow. It may have some overnight and day travel.

- Indoors, air conditioned
- May require travel by car and airplane up to 25 percent of working time, frequency will vary

**Crystal D Core Values:**

**“You do what you say you will do”**

**“You have an unyielding persistence to improve”**

**“You treat people the way you want to be treated”**

**“You are dedicated to the ongoing viability of the company.”**

**“You have the burning desire to achieve in all you do.”**

Receipt of the description above does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.

This above job description is representative of the duties and responsibilities of the position but may not be inclusive of every aspect of the position.

I have read and understand the duties, responsibilities and qualifications of this position and acknowledge that I can perform the essential functions of the job with or without an accommodation.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print

12/21/2020