



Outside Territory Sales Manager

The Outside Territory Manager is responsible for profitable sales growth within the territory of **Kentucky, Indiana, and TN**, not including retail east of Nashville. The person in this role will be responsible to grow, maintain, and service existing and potential customers within the territory.

Key Accountabilities

- Maintain strong relationships with existing customers to grow and nurture existing business.
- Create new business and sales growth via leads identified by the lead generator or other sources.
- Proactively plan and execute regular structured sales visits within assigned territory, with primary focus on Strategic accounts, ensuring that minimum quarterly and annual meeting targets are achieved.
- Make presentations to existing and potential customers and apply consultative selling techniques and make recommendations to prospects and clients on the various solutions CRA offers to fulfill their needs.
- Follow internal process requests, including marketing services requests for all sales collateral needs.
- Execute all agreed to solutions with customer to include accurate, timely forecasting and detailed follow through
- Maintain contact with all clients to ensure only the highest level of customer satisfaction exists.
- Consistently and accurately document all sales activities and details in Salesforce
- Maintain subject matter expertise on all products and services offered by Charles River Apparel.
- Provide feedback to the design team regarding product success and suggestions for improvement.
- Support new product and line launches by promoting to new or potential customers.
- Requires travel 4/5 days per week

Key Competencies

- Must be comfortable on the phone. Be a self-starter that can work with little supervision and maintain a professional and upbeat attitude
- Ambitious, highly motivated, and innovative
- Understands how to initiate, manage and develop large and small company business, while possessing meticulous follow up and follow through.
- Candidate must be technology proficient and adopt all technology associated with the sales role. Inc Microsoft Office and working with CRM systems (Salesforce).
- Candidate must adhere to all company policies, procedures and code of ethics while representing the company in a professional and honest manner at all times.

Skills/Education

- Bachelor's degree and prior industry sales experience
- Proven track record of selling success with an ability to adapt to dynamic market segments.
- 5+ years of direct sales experience required calling on multiple accounts, focusing on sales development and relationships. Promotional Products experience preferred.
- Must possess outstanding communication, presentation, and negotiation skills with the ability to persuade and influence others.
- Ability to work in a fast paced, demanding & numbers driven environment while being able to think on your feet and be a creative problem solver.
- Must be willing to travel 4-5 days per week throughout the region on a regular basis. Frequent overnight travel may be required.
- Position requires constant lifting and handling of product line.
- Louisville, KY based preferred, but not required.