

## **ACCOUNT MANAGER – PROMOTIONAL MERCHANDISE**

### **BLUE DOG MERCH (NASHVILLE, TN)**

Blue Dog Merch is an award-winning, full-service promotional products agency, located in Nashville, TN specializing in the creation and implementation of promotional strategies for our clients. A unique one-stop-shop since 1998, Blue Dog Merch delivers best-in-class merchandise solutions from start to finish, including custom orders, hosting E-commerce platforms, and using our own in-house production for screen printing, embroidery, fulfillment, and warehousing services. Our focus on providing superior service to our clients also extends to our employees and has been proven as Blue Dog Merch was recently awarded back-to-back recognition as Greatest Companies to Work for by PPB Magazine.

**POSITION OVERVIEW:** Reporting to the VP of Sales and Marketing, the Account Manager provides on-trend, quality promotional merchandise solutions to meet client needs, while delivering excellent client service and managing multiple projects simultaneously.

#### **RESPONSIBILITIES:**

- Actively participate as a member of the sales team supporting existing house accounts, inbound development leads, and new accounts.
- Utilization of a systematic and structured approach to account management and selling that includes the use of CRM technology to manage daily activities and proactive prospecting. Increase sales and gross profit of accounts by:
  - Building and maintaining positive relationships with clients
  - Proactively identifying opportunities for sales
  - Being the product and service expert delivering creative product and service solutions
  - Presenting cross-sell and up-sell ideas to clients
  - Providing best-in-class customer service
- Create marketing communications to drive sales within existing and new accounts
- Facilitate in-person meetings with clients whenever possible
- Active participation in company initiatives and team meetings
- Build and maintain vendor relationships by attending presentations to learn about products and understand each vendor's imprint and production methods as well as pricing structures

#### **ACTIVITIES**

- Oversee project management of opportunities
- Listen to client requests and concerns, present creative solutions, and address client challenges with urgency and by providing thoughtful resolutions
- Utilize the Facilis cloud-based CRM platform to
  - Record all prospecting, client communication and in-person meetings
  - Fully manage the sales process from prospect inquiry to product suggestion, quoting and order entry
  - Communicate with CSR, finance, and other departments throughout the life of an order
  - Reporting as required
- Work directly with the VP of Sales and the CEO on sales initiatives and directed client engagement as needed

**EDUCATION AND QUALIFICATIONS:**

- A minimum of 3 years promotional products industry experience
- Highly competitive, self-motivated, results driven, enthusiastic attitude and a team player
- Excellent communication and interpersonal skills
- Customer service focused that includes the ability and willingness to consistently go above and beyond to exceed client expectations
- Strong time management skills
- Proven analytical and problem-solving skills
- Proficient in utilizing Microsoft Outlook, Word, Excel, PowerPoint, LinkedIn
- Bachelor's Degree preferred

**WHY BLUE DOG MERCH?**

- Facilis Group Partner which includes preferred pricing, training, coaching, and sales incentive programs as well as award winning cloud-based software platform CRM Platform for account management and order processing
- Competitive Base-Plus salary package
- Long-term growth and development potential within a fun, values driven company
- Full time positions are provided with a full array of benefits including PTO, paid holidays, company paid virtual healthcare and short-term disability, optional dental/vision, and 401K with company match.

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