



Sales Assistant

FLSA STATS: Non Exempt – Full Time
REPORTS TO: Sales and Customer Service Support Manager
DATE: April 2022

JOB SUMMARY

The Sales Assistant is responsible for supporting Account Executive(s) in generating and maintaining sales relationships with current and potential customers. The Sales Assistant serves as a liaison to the Account Executive and API customers. Responsible for managing the processing life of customer orders from inception to delivery.

ESSENTIAL DUTIES

1. Assists Account Executives with servicing existing customers and the acquisition of new customers.
2. Develops relationships directly with the clients of their assigned Account Executive(s).
3. Process sales orders, returns and schedules deliveries.
4. Maintains promotional database by inputting invoice and bill-back data.
5. Develops and maintains a working database of customer information and workflow.
6. Prepares quoting based on the profit margins established by Account Executive.
7. Resolves order and inventory problems by investigating data and history; identifying alternate means for filling orders; notifying Account Executives and customers.
8. Resolves promotional allowance, rebate, and pricing discrepancies by researching promotion details and regular and special prices; forwarding resolution to Account Executives.
9. Provides product, promotion, and pricing information by clarifying customer request; selecting appropriate information; forwarding information; answering questions.
10. Forwards samples by entering request; arranging shipment; notifying Account Executive.
11. Searches ESP and vendor websites to come up with ideas/ideation for client requests directly from the client or salesperson.
12. Updates job knowledge by participating in educational opportunities.
13. Manage all customer calls related to order processing and customer service support.
14. Assist Account Executives with maintaining adequate records of all accounts, leads, calls attempted, and conducts follow up with customers and leads on a timely basis to ensure complete satisfaction with the products/or items and up-service.
15. Serves as an advisor to potential customers; educating them on API's line of products and services.
16. Maintains all sales reporting activities and ensures product pricing/quoting is up to date and accurate.
17. Performs any other duties as may be required.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibilities.



EDUCATION AND EXPERIENCE

- High School Diploma or GED equivalent
- Minimum two (2) years' experience as a customer service representative.
- Any combination of education, training and experience that demonstrates the ability to perform the duties of the position.
- Must be able to communicate effectively in English, both written and oral, with customers, vendors, and employees.
- Excellent inter-personal skills.
- Must be proficient in using Microsoft Office Suite.

PREFERRED EDUCATION AND EXPERIENCE

- Prior customer service experience in a fulfillment capacity.
- A successful track record of providing bid opportunities identifying and capturing negotiated business.

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

The normal workday will be from 8:00 AM to 5:00 PM. However, the hours may be longer or subject to change based on specific business needs.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, use hands to finger, handle or feel and reach with hands and arms.

This position may require the ability to occasionally lift office products and supplies, up to 20 pounds.