

Outside Sales Representative

The Outside Sales Representative manages existing customer accounts and seeks out potential new customers. The responsibilities of this role include building and maintaining a sales pipeline with a high conversion rate, attending sales meetings to provide progress updates, and researching industry trends. The Outside Sales Representative must also identify new sales opportunities through networking initiatives and customer referrals.

Essential Functions: *(The reason this job exists is to perform these functions. These functions are performed regularly, seriously impacts other jobs, and there are a limited number of employees whom performance of the function can be distributed).*

- Develop and maintain long-lasting relationships with new customers.
- Manage existing customer accounts by ensuring existing customers remain satisfied with company products and services.
- Develop and implement effective account plans to retain existing customers.
- Identify customer needs and communicate how company products and services fulfill those needs.
- Develop solid sales proposals to convince potential and existing customers to purchase company products and services.
- Collect customer feedback to determine product and service shortfalls.
- Negotiate contracts with key clients and meet established deadlines for the fulfillment of each client's long-term goals.
- Cold call on established promotional products distributors.
- Attend industry tradeshow, events, and customer events.
- Assist in sales forecasting and strategic planning activities.
- Prepare for and conduct sales meetings with accounts.
- Willing to travel 60% of the time.
- Perform all other duties and or projects as assigned by a supervisor or manager.

Education/Certification:

- Bachelor's degree in marketing, communications, business administration, management, or related field required.

Essential Skills:

- Ability to professionally communicate with employees and customers.
- Excellent organizational skills and the ability to multitask.
- Excellent phone and cold calling skills.
- Exceptional customer service skills.
- Strong listening and sales skills.
- Strong time management and organizational skills.
- Basic familiarity with MS Excel.
- Ability to understand sales performance metrics.
- Outstanding negotiation and consultative sales skills.
- Strong analytical and problem-solving skills.

Required Experience/Knowledge:

- 3-5 years of previous of outside sales experience, required
- Intermediate proficiency in Microsoft Office and Customer Relationship Management (CRM) software such as salesforce.com, required