



Regional Sales Manager – Northeastern U.S.
(CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

Goldstar is one of the Promotional Industry's fastest growing Supplier Companies. Our focus on value writing instruments, drinkware & bags with amazing decoration combined with dedicated service and market leading Simplicity Program is raising the bar for ease of doing business for our distributor partners.

We are searching for **Outside Sales Representation** with the following qualifications to help deliver on aggressive growth plans for Goldstar products with Strategic Promotional Product Industry distributors in the Northeast preferably based in (CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

- Utilize strong sales skills to meet Revenue Growth Goals by increasing exposure to distributors within the territory and with all assigned Key Accounts.
- Make Sales Presentations with the interest of creating sell through and distribution of Goldstar products.
- Build and leverage relationships with key territory distributors, develop an in depth understanding of how each goes to market including company stores, co-op programs, web, field sales etc., and integrate Goldstar products into their distribution channels.
- Position Goldstar as a core partner in the writing instrument, drinkware & bag categories. Break down barriers to partnerships.
- Travel for sales presentations, meetings, and trade shows as needed.

Qualifications:

- BS or BA, with at least 3 years related sales experience, preferably in account management
- Passion for sales and excellence in customer service
- Knowledge of proven methods for selling promotional products and services
- Excellent communication skills: written, verbal and presentation
- Excellent time management and organizational skills
- Ability to multi-task in fast paced environment
- Ability to problem solve quickly and effectively
- Results and goal driven
- Willingness to travel at least 70% of the time
- Candidate must reside in one of the states within the territory
- Experience using a CRM tool such as Salesforce and Microsoft Office

Responsibilities:

- Travel regularly for presentations, meetings, and trade shows in assigned territory



- Schedule in person and/or virtual meetings with key distributor partners on a regular basis
- Build and maintain relationships with key distributors by having an in-depth understanding of how each goes to market (web/company stores, co-op programs, etc.), verticals in which they specialize, and key accounts and clients with whom they work
- Maintain in-depth knowledge of all accounts in the territory in order to evaluate and capitalize on their growth potential with a particular focus on the company's Top 100 initiative
- Deliver the company's value proposition to distributors and maintain comprehensive product knowledge
- Regularly analyze sales and forecast for the assigned territory in order to maximize revenue and exceed monthly, quarterly and annual sales goals
- Collaborate with upper management in the development, execution and review of short- and long-term strategies for growing the territory
- Participate as a collaborative member of the outside sales team
- Work closely with Inside Sales in the execution of strategies for exceeding sales goals
- Maintain awareness of industry changes and trends
- Use creative and proactive thinking to generate new opportunities and cross-sell
- Understand and help solve challenges distributors face
- Take the lead in qualifying all larger opportunities and developing competitive price quotes in consultation with the National Sales Manager
- Document customer interactions and maintain data related to activities, accounts and contacts in Salesforce
- Create engaging presentations using all available technology and assist in the creation of effective marketing collateral such as flyers, email blasts, videos, drift campaigns, etc.
- Work closely with appropriate marketing team members in the planning and execution of marketing campaigns and initiatives
- Take the lead in planning and exhibiting at key trade shows within the territory and attending national shows as requested

Physical Demands: Prolonged sitting and standing may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Goldstar is an Equal Opportunity Employer. Goldstar does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.