



**Regional Sales Manager – Mid Atlantic U.S.  
(DC, KY, NC, MD, SC, TN, VA, WV)**

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 Mid-Atlantic region, preferably based in (DC, KY, NC, MD, SC, TN, VA, WV)

- 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.**