

Who We Are

Pacesetter Awards™ is a NW Chicago based Industry Leader in the Awards & Corporate Recognition marketplace. Dynamic new products & ideas drive our 70+ year old national awards manufacturing & wholesaler organization. We are looking for a Sales Representative to join our growing team! We have openings in the Midwest, Southeast and West Territories.

Job description:

Reporting to Sales Manager, this position will grow sales by calling on new and current customers in the ASI, PPAI and APA industry. A key component will be to educate customers on new products and custom capabilities. Travel will be a requirement with 50-75 nights per year within the United States for client visits, regional tradeshows and national tradeshows.

Prospecting and Lead Generation:

Identify and target potential clients in the assigned territory.

Actively seek new business opportunities through Inbound Leads and Tradeshows

Client Relationship Management:

Build and maintain strong relationships with existing clients.

Product Knowledge:

Stay up to date on Pacesetter Awards' product offerings.

Provide in-depth product knowledge to clients.

Sales Presentations:

Develop and deliver sales presentations to showcase Pacesetter Awards' products and services.

Tailor presentations to address the specific needs and preferences of each client.

Custom and Large Order Processing

Determine scope of project and work with internal team to execute &

collaborate with internal teams to meet customer expectations.

Market Research:

Stay informed about industry trends, competitor products, and market conditions.

Goal Setting and Achievement

Set realistic sales targets & Projections with Sales Manager.

Regularly evaluate and adjust strategies to meet or exceed sales goals.

Manage Expenses within Budget:

Set Budget for Travel with Sales Manger for Tradeshow and Client Visits.

Travel:

Travel within the assigned territory to meet with clients and attend industry events.

12-15 Weeks of Travel – National Shows Included (3-5 annually.)

Feedback and Reporting:

Provide regular feedback to management on market trends, customer preferences, and competitor activities.

Customer Service:

Ensure a high level of customer satisfaction by addressing inquiries and resolving issues promptly.

Act as a liaison between the customer and internal teams.

Training and Product Education:

Train clients on how best to sell the recognition category.

Conduct end-user meetings with clients if necessary.

CRM Utilization:

Effectively use Customer Relationship Management (CRM) tools to track interactions and manage customer information.

Leverage CRM data for strategic decision-making.

Adaptability:

Be adaptable to changes in the market, company policies, and product offerings.

Continuously seek opportunities for professional development to enhance sales skills.

Qualifications:

- Experience in Outside Sales, preferably in Promotional Product Industry, with a proven track record of account growth.
- Bachelor's degree preferred.
- Highly organized with ability to multitask.
- Strong attention to detail, a flexible attitude, and a team player.
- Proficient in Microsoft Excel, Word and Power Point.
- Familiarity with HTML and Social Media Platforms: LinkedIn, Facebook, Twitter.

Benefits:

- 401(k)
- Dental insurance
- Health insurance
- Life insurance
- Paid time off
- Vision insurance

Send Resumes or questions:

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