

Job Description

Outside Sales Representative

Company Name	
Employee Name	
Supervisor	Production Manager
Hire Date	
Employee Classification	<input type="checkbox"/> Temporary <input type="checkbox"/> Regular Full Time <input type="checkbox"/> Regular Part Time
Status	<input type="checkbox"/> Non-Exempt <input type="checkbox"/> Salary <input type="checkbox"/> Hourly <input type="checkbox"/> Commission

Job Summary:

The Outside Sales Representative is responsible for establishing and maintaining profitable relationships with customers on behalf of the company and for actively prospecting for new accounts and maximizing sales potential with existing customers.

As the Outside Sales Representative, you are the primary external representative of our organization; you must convey a sense of expertise in our printing services and capabilities, as you serve as a key educator to our community and business accounts.

You are a member of the Sales and Marketing Team and together you are accountable for meeting the monthly, quarterly and annual revenue and sales goals of the company. The sales and strategic marketing activities of your team will be designed to achieve these revenue goals. You and your team are responsible for supporting the company vision and mission:

- Guarantee satisfaction and value for our clients.
- Contribute to a work environment that fosters pride in being part of a winning team and promotes personal growth.
- Maintain personal productivity and quality standards that make possible attractive financial returns so that we may continue to provide excellent service to our customers and ensure job security and career growth for our staff.

Because you will be in contact with current and prospective customers and you are in a key position to influence their satisfaction and our company prosperity, this position requires tact, sensitivity, and professionalism.

Responsibilities and Duties:

General and Administrative

- Communicate effectively with the General Manager/Owner, the Sales Team, and the Production Team, informing and updating them regularly to guarantee that sales and client objectives are met.
- Follow systems and procedures outlined in the company manuals.
- Participate as a key team player by supporting operations as needed.
- Assists in developing and implementing contract processes.
- Prepares reports of business transactions and keeps expense accounts.

Sales & Marketing

- Identify prospects, customers, and referral sources and develop/maintain relationships to ensure attainment of company business goals. Support efforts to consistently grow the base of referral sources.
- Actively manage short- and-long term leads from external referral sources to qualify prospects and advance them through the sales process.
- Manage marketing data using applicable sales management systems or tools (e.g., database, computerized call calendars and time management systems) to maximize efficiency and analyze data/marketing activity on a weekly basis
- Effectively present and discuss the products and services of the company, soliciting only those desired products/services provided by the company and its vendors, to current and prospective customers in a way that conveys an image of quality, integrity and superior understanding and delivery of customer needs.
- Conduct on-site and community-based presentations, seminars and education that promote the image of our company as a leader in printing, copying and graphic services.

- Perform market assessments, competitor analyses, pricing strategies. Draw conclusions from market assessment data on the competitive environment and the company's strengths, weaknesses, opportunities, and targets, and provide advice to the General Manager/Owner.
- Develop a strategic sales plan that identifies prospects and customers, prioritizes them according to importance and ability to provide results.
- Develop a call schedule to adequately cover territory and provide reports and data on results.
- Develop annual marketing strategy in conjunction with the Sales Manager, the General Manager/Owner, and the inside sales team, and identify joint marketing opportunities where applicable.
- Investigates and resolves customer's problems
- Keep current on new technology.
- Understand and comply with the sales system/program in place.

Qualifications:

- High school diploma or GED.
- Education at the college level and/or 2 years combined related sales experience.
- Experience in sales or customer service, and/or experience in printing or graphic arts industries.
- Strong verbal and written communication skills and good math skills.
- Strong persuasive and interpersonal skills and a sales aptitude.
- Ability to identify and meet customers' needs and requirements.
- Good sense of design and color.
- Must be a self-starter and a problem solver.
- Must possess a valid state motor vehicle operator's license.

Working Conditions:

- Variable work environment: Work is conducted both indoors and out with varying environmental conditions.
- Several hours per day may be spent operating a motor vehicle.
- Appearance at all times must represent the company image.
- Office may have fluorescent lighting and air conditioning.
- Noise level is usually moderate to loud.
- May be exposed to ink and chemical fumes and airborne particles such as paper dust and drying powder.
- Occasional lifting of up to 50 lbs.
- Exposure to the environments of customer facilities
- Fast-paced environment: subject to numerous schedule and priority changes and short notice activity.

Additional Duties:

This job description in no way states or implies that these are the only duties to be performed. You will be expected to follow any other job-related instructions and to perform other job-related duties as requested by your supervisor.

Acknowledgement:

I have received a copy of my job description and I understand the requirements of the Outside Sales Representative position.

Employee's signature

Date

Supervisor's signature

Date