

Company: Essent

Job Title: Sales Coordinator

Job Location: Bethlehem PA or Remote

Job Posted: 10/16/2018

Job Description/Details (below)

To apply, send resumes to [jobs@essent.com](mailto:jobs@essent.com)

## **Essent Sales Coordinator**

### **Introduction:**

Essent Corp is a top service provider in the Promotional Product industry. PPAI named Essent as [One of the Greatest Companies to Work For](#) in the industry. Essent works with top Promotional Product Distributors, Supplier and Decorators. Essent provides Promotional Product industry tools for business management, ecommerce and integration.

### **Job Description**

The Coordinator must be a positive, energetic, organized and self-motivated person. A working knowledge of the promotional production industry is necessary to effectively assist Essent clients. As a member of Essent sales team, the individual is expected to understand the promo client's business needs and articulate the benefit of Essent offerings to meet those needs. The Sales Coordinator provides the vital first impression of Essent to new inquiries. The Sales Coordinator will assess needs, qualify budgets and schedule next steps to achieve sales. The Sales Coordinator is an excellent step to understand the cutting-edge offerings and detailed sales process to advance your sales career.

### **Responsibilities**

- Assist Sales Team in Sales related activities to allow Sales to focus on product demonstrations and closing sales.
- Coordinate, schedule and manage prospect and customer requests.
- Professionally and promptly respond to sales needs to provide positive first impression.
- Assist in sales related activities to foster sales and revenue growth for Essent.
- Provide initial contact to Leads from all sources
  - Promotional Product Industry Trade Shows
  - Web Site Requests
  - Referrals
  - Inbound Sales Calls
- Probe to understand client needs
- Qualify leads
- Follow template Assessment Survey to capture relevant information
- Give initial explanation of Essent offerings to meet client needs
- Schedule Demonstrations
- Provide scripted Group Demonstrations
- Schedule one on one demonstrations with appropriate product specialists
- Detailed follow up on requests