

Job Description

Job Title: Business Development Territory Manager	Reports to: VP of Wholesale Sales	December 2020
		Revision 12/17/2020

Crystal D Mission: *Together we will be the "First Choice" for crystal awards and gifts.*

Job Purpose: Identify and develop HIGH return accounts/relationships that will drive sales revenue growth within our wholesale channels.

Character Traits:

To be qualified for this role, this person must innately possess the following character traits.

• Integrity	• Gratitude
• Committed	• Gritty
• Loyal	• Driven
• Empathic	• Trusted
• Aware	• Self-Reliant
• Communicative	• Tenacious
• Optimistic	• Assertive
• Confident	• Listens Well

Planning:

- Conduct customer research for targeted account activity
- Collaborate on establishing a plan for key accounts that aligns with the company's growth objectives
- Can prioritize and plan sales calls
- Gain access to accounts that are identified as targets
- Identify and focus energy and time on high potential target accounts

Execution:

- Proactive communication with targeted accounts
- Follow the established processes created by Crystal D
- Make business presentations to create, solidify, and advance relationships that generate revenue
- Execute consistent follow-up activities that will generate new sales opportunities
- Use CRM to track progress of relationship and communicate with teammates
- Focus on the targeted group within the wholesale channel
 - Promotional product distributors
 - National distributor companies
 - Buying Groups
 - Trophy retailers

Voice & Face of Crystal D:

- Communicate the benefits and features of Crystal D services and products
- Present compelling story to convince customer to make Crystal D their FIRST CHOICE for awards and gifts
- Be the brand champion by encouraging, clarifying, and communicating the Crystal D brand
- Builds rapport and connects with customers
- Encourage and influence key customers to promote the Crystal D product line
- Listens to and understands customer needs and pain-points

12/21/2020

Qualification and Skill Requirements:

Technical Skills:

- Maintain and grow technical knowledge and expertise
- Proficient in financial math and can create spreadsheet reports as needed
- Exceptional presentation skills
- Proficient in operations of personal computer
- Proficient using a CRM and other applications required for this position
- Read and write at college level
- Leverage technology to improve both internal and external customer experiences

Sales Skills:

- Knows the target customer base and how to leverage the relationship for maximum growth
- Knows the competition and their position in the market
- Knows how to get commitments and decisions
- Is comfortable talking about money – Is not apprehensive about closing the sale

Prior Experience:

This position requires a minimum of 5-10 years of promotional products industry sales

Working Conditions:

This position usually works for eight (8) hours during the period of 7:00 am to 7:00 pm. However, this position will require moderate work hours beyond the normal workday based on the demands of the business cycle, customer volume of business, and specific sales efforts underway. It has a high demand for tight deadlines. This position will experience moderate interruption in workflow. It may have some overnight and day travel.

- Indoors, air conditioned
- May require travel by car and airplane up to 25 percent of working time, frequency will vary

Crystal D Core Values:

“You do what you say you will do”

“You have an unyielding persistence to improve”

“You treat people the way you want to be treated”

“You are dedicated to the ongoing viability of the company.”

“You have the burning desire to achieve in all you do.”

Receipt of the description above does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.

This above job description is representative of the duties and responsibilities of the position but may not be inclusive of every aspect of the position.

I have read and understand the duties, responsibilities and qualifications of this position and acknowledge that I can perform the essential functions of the job with or without an accommodation.

Signature

Date

Print

12/21/2020