

Brand Consultant

ePromos Promotional Products

St. Cloud, Minnesota: Accepting remote applications

Why ePromos?

ePromos has been the industry's leading distributor in the promotional space for over 20 years having pioneered many of the e-commerce practices which are commonplace today. Our award-winning website combined with our sales strategy, service capabilities and enterprise-level solutions set us apart and form the special sauce that is ePromos Promotional Products, LLC. We have a unique culture—one that consists of a flexible and collaborative workforce spread across the country. Our values are strong with a deep-rooted emphasis on giving back as part of our ePromos Care's mission. Together, we have worked year-after-year to continuously raise our standards and strive for growth—each year learning and adapting to what's ahead.

The Role:

At ePromos, we care about our customers! Our Customer Service Team balances technology and human empathy to build customer trust and loyalty. From the time the customer orders with ePromos through delivery, our team works to make it easier than ever to shop. The Brand Consultant will maintain a WOW Customer Experience for every customer they touch. ePromos strives for customers for life while leaving a lasting impression so when customers think of branded merchandise, they think solely of ePromos. The Brand Consultant regardless of the communication channel, will denote overall confidence, promotes engagement of ePromos offerings (products & services) and convert leads to loyal fans.

Service:

As a Brand Consultant you will deliver a high-quality customer experience that demonstrates situational fluency in product categories, industry verticals, and decoration techniques. Representing ePromos as a group of Promo Know-How People.

- ♣ Maintain all Service level agreements (SLA's)
- ♣ Answer inbound phone calls:
 - Qualify Incoming Sales Phone leads
 - Register buyers or potential buyers, Right Route using tools in our CRM
 - Take ownership of outlined leads when appropriate and process customer requests and orders
- ♣ Answer inbound emails:
 - Qualify Incoming Sales Email leads
 - Register buyers or potential buyers, Right Route using tools in our CRM
 - Take ownership of outlined leads when appropriate and process customer requests and orders
- ♣ Answer inbound chats:
 - Qualify Incoming Sales Chat leads
 - Register buyers or potential buyers, Right Route using tools in our CRM
 - Take ownership of outlined leads when appropriate and process customer requests and orders
- ♣ Answer inbound texts/SMS:
 - Qualify Incoming Sales text/SMS leads
 - Register buyers or potential buyers, Right Route using tools in our CRM
 - Take ownership of outlined leads when appropriate and process customer requests and orders
- ♣ Elevate and alert manager of hard to manage customer communications as needed

Performance:

- ♣ Use prescribed contact strategies (1-3-5) by phone, and email on all new inbound website driven leads (new registrations, sample leads, online orders) that are considered transactional in nature.

- ♣ Focus on new business with the goal to convert as many of our transactional leads into purchasing customers with conversion goal to be assigned.
- ♣ Meet or exceed sales average margin above 40%
- ♣ Build ePromos brand loyalty with customers by educating our customers on ePromos core offerings with the goal to eliminate the need for our new customers to search for additional and alternate promo resources.

Lead Management:

- ♣ Route Retention Style Growth leads to our Sr. Brand Managers or higher.
- ♣ Adhere to ePromos workflow guidelines and SOP's
- ♣ Understand and adhere to the routing rules and procedures
- ♣ Disposition transactional lead volume in a thoughtful manner within timeframes defined. Marking leads qualified, unqualified, or dead and using appropriate reason codes to signify results. Target Qualification Rate is dependent on volume of leads and queues tied to but should fall within 65-80%.

Orders:

- ♣ Look for ways to enhance their experience by upselling or cross selling items that will support their main purchase
- ♣ Contact product suppliers to pursue additional information that may not be available on the ePromos website
- ♣ Review art for usability and fit on products. Make art layout recommendations to the customer.
- ♣ Process all production orders in a timely manner
- ♣ Proactively perform order follow-up and checks on customers' orders, provide shipment tracking details
- ♣ Address and solve all in-production issues with suppliers on orders in writing and obtain documented confirmation of the same, including all acknowledgments and paper proof approvals.

- ♣ Ensure the smooth flow of an order, handling client issues and inquires promptly
- ♣ Maintains a detailed and organized work log throughout the day. Knows how to prioritize multiple projects and assignments.
- ♣ Work through order delays, collect information to ensure timely order entry to minimize burden on the client

QA:

- ♣ Service customers in an expeditious manner regarding post-order issues such as returns, replacements, refunds, delivery status and back-order inquiries, problem resolution, and any other issues that may arise from the order fulfillment process. Document occurrences in our QA database. Allow resolutions team to handle any complaints on orders.
- ♣ Respond and resolve inquiries from unhappy customer regarding invoice, pricing, credits, returns, terms of contract, and proof of delivery
- ♣ Identify underlying issues, causes and work towards solving/improving our systems for both immediate and long term

Marketing Campaigns:

- Participate in assigned outbound marketing campaign activity which may involve phone or email communications.

General:

- ♣ Adhere to ePromos Core Values
- ♣ Communicate in a timely and professional fashion to our colleagues, vendors, and clients

Do you have what it takes?:

- Bachelor's Degree or work experience equivalent
- Inside sales or call center prior experience
- Fluency in promotional / branded products

- Fluency in decorated apparel – features, use, good/better/best and be able to recommend to all clients
- Working knowledge of Salesforce or similar CRM
- Strong website navigation skills
- Microsoft Word, Excel, PowerPoint
- Effective written and verbal communication skills essential
- Impressive vocal presence and professional phone etiquette
- Strong emotional intelligence skills
- Ability to handle multiple projects at once (multi-tasking)
- Solid time management and personal organization
- Strong problem-solving skills
- Professional demeanor
- High integrity
- Enthusiastic and charismatic
- Self-motivated and disciplined
- Goal Driven
- Independent
- Team player

The Perks:

- A competitive hourly rate bonus potential.
- A comprehensive benefits package including PTO, medical, vision, dental, and 401k with match.
- An engaging work life. You will have access to ongoing training programs and networking opportunities.
- A fun, positive work environment.
- Growth opportunities. We're growing and you'll grow with us if you prove to be a valuable member of our team!
- The ability to work remotely

We do not accept resume submissions from third party recruiters.