



## **Territory Manager**

*Here at Crystal D we are growing and looking to add to our Territory Manager team. As a Territory Manager, you'll be the face of Crystal D and an integral contributor to providing our customers with an exceptional experience. As the face of our company, you'll establish and nurture strong relationships with existing and targeted customers, in turn growing revenue and increase market share. You will also be the brand champion by encouraging, clarifying and communicating the Crystal D brand. We'll look to you to create and execute strategic plans to maximize coverage and increase revenue throughout the assigned territory. Together with an Account Manager, you will strive to exceed sales objectives.*

*To help you succeed we provide a competitive salary along with benefits, excellent quarterly bonuses that reflect your performance, extensive training and an assigned territory of existing customers.*

*Position is based out of St. Paul, MN with 25% of the time spent traveling within the assigned territory.*

**Please send resumes to: Stephanie Maday @ [StephanieM@crystal-d.com](mailto:StephanieM@crystal-d.com)**

### **A little about CRYSTAL D:**

***"We Turn Emotions into Memories"*** by serving our customers through an ***"Incredible Customer Experience" (ICE)***.

Crystal D is an award-winning supplier of recognition awards to distributors of the promotional products industry. We've been in business for 28 years and our mission is "To be the First Choice for crystal awards and gifts. Here at Crystal D we call our employees "Memory Makers" because that's truly what they do. All Memory Makers have a tremendous amount of pride in the work that they do and it all stems from our no-nonsense, traditional Value Statements that shape our unique and distinctive culture.

### **Territory Manager Job Responsibilities:**

- Achieve and strive to exceed sales objectives, including pre-sale activities and revenue targets.
- Actively manage and grow existing accounts, increasing penetration within existing account to increase revenue and generate new opportunities
- Establish and nurture strong relationships with existing and target accounts
- Identify, develop and nurture prospective new customers
- Evaluate client's needs, skills and build a productive long lasting relationship
- Proactively plan and execute regular structured sales visits and presentations within assigned territory, with primary focus on targeted accounts, ensuring that quarterly and annual meeting/presentation and call targets are achieved
- Partner with Account Manager in the assigned territory to maximize coverage and revenue potential on all assigned accounts
- Manage end-to-end sales activities with accounts and contacts within Goldmine
- Keep abreast of all competitors and become expert on the competitive landscape in your territory

### **Planning:**

- Conduct customer research for targeted account activity
- Collaborate on establishing a plan for key accounts that aligns with the company's growth objectives
- Prioritize and plan sales calls, meetings and virtual presentations
- 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

**Collaboration and Internal Communication:**

- Collaborate with Account manager when setting territory goals and objectives
- Communicate daily with Account Manager
- Be able to overcome challenges and solve problems with input from others
- Listen to others and be open minded

**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

**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
- 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