



Job Title: National Strategic Account Sales Representative
Reports To: Director of Promotional Sales
Classification: Exempt
Date Updated: January 23, 2022

SUMMARY

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Who you are: You're an industry rising star who thrives on growth, relationships and crushing goals. You know how to get in the door with large and complex accounts – and then turn those relationships into ever-expanding opportunities. You're creative, you're tenacious, and you know how to work well in a fast-paced team. You are independent, organized, accountable and you manage your time well. You understand how selling is evolving, and you know how to advocate for any brand you work for across multiple methods (social, presentation, online content, in-person).

What you're looking for: You've demonstrated success in promotional products sales, possibly for a supplier or services provider. You've built relationships in the industry. You're looking for a growing company where you can make your mark and write your own ticket. You're genuinely curious about personal care, wellness, manufacturing, and companies who are focusing on sustainability.

About Us: We are a fast-growing manufacturer and supplier of personal care promotional products, including lip balm, sunscreen, hand sanitizer, and lotion. We manufacture for nationally known retail brands also, and we bring that knowledge to the promotional world. We don't have a broad catalog – we are the type of company that prioritizes quality over quantity, and we are known for it. Our team is changing, and you'll work alongside an inside sales team, customer service team, marketing and graphics team, and many others who support our sales in the operations areas.

About the National Strategic Account Sales Representative Role:

ESSENTIAL DUTIES AND RESPONSIBILITIES (include but are not limited to the following)

- Display and promote company values (ASPIRE: Attitude, Safety, Passion, Integrity, Relationship, and Evolve).
- Can learn and present on what makes us unique: our products, how they are made, why they are different, how they are leveraged for sales success, how we serve our customers, and how we are evolving into the future.
- MAINTAIN: Act as the face of the company for a portfolio of our largest distributor accounts, including franchises, buying groups, and others. Through regular sales meetings, travel, and other tactics, ensure the account stays in a healthy and positive state as measured by proactive sales activities, revenue and account feedback.
- EXPAND: Create and execute a plan to grow influence (and sales) with your portfolio, including expanding rep outreach and orders, creative exclusive product or program opportunities, and other actions as measured by sales revenue growth.
- GROW: Through industry and company discovery, advise team leaders about how to tackle emerging opportunities with distributors who aren't yet on our radar as heavy hitters. Won't be



a core measure of success in this role, but a definite plus when we consider stand-out performance.

- Other things to know about this role:
 - This role receives a base salary (commensurate with experience) and commission – it's a numbers role with goals to meet or exceed each month.
 - Travel and meetings are a huge part of the role – you'll be on the road a few weeks every month and scheduling meetings on a consistent basis to support your goals.
 - You'll regularly get questions and projects that you need to pass off to the internal team, and occasionally, you'll need to get involved in projects to quarterback their success.
 - You'll have marketing support, but you'll need to be in charge of your own social and content needs as well.
 - You'll need to present on behalf of the company – at tradeshow or for customers. You'll want to be comfortable creating and delivering presentations.
 - You'll need to be business-and dollar-savvy: We will equip you with guidelines and knowledge, but then expect you to use good judgement when leveraging company funds for promotions, discounts, rebates, customer hosting, and your own travel expenditures.

REQUIRED SKILLS AND ABILITIES

- Exceptional communication skills: Phone, email, interpersonal, presentation and social.
- Outstanding customer service skills: Developing win-win scenarios for the company and customers
- Professional, but personable. Confident in social and sales settings
- High ethical standards, acts with integrity
- Excellent planning and organizational skills
- Highly motivated and goal-oriented
- Uses good judgment when making decisions
- Loves working as part of a team, but is a self-starter
- Passion for learning, especially about personal care product manufacturing, Good Manufacturing Processes, sustainability, sales techniques, the promotional products industry, and more
- Can learn company systems quickly for staying organized, checking on customer projects and past sales history, submitting expense reports, communicating, etc – and uses them consistently

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree in relatable field preferred
- A minimum of 2+ years' experience in a similar role in the promotional industry preferred

PHYSICAL REQUIREMENTS/ WORKING ENVIRONMENT

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



- Sit an average of 7-8 hours per day
- Stand an average of less than 1 hour per day
- Walk an average of less than 1 hour per day
- Hands Used for Repetitive Action
 - Simple/light grasping (right hand) – Frequently (5-24 times per hour)
 - Fine dexterity (both hands) – Constant (greater than 25 times per hour)



JOB DESCRIPTION ACKNOWLEDGMENT

By signing below, I acknowledge that I have read the Exempt National Large Account Sales Representative job description, understand the expectations, and am able to perform the essential duties and responsibilities necessary to successfully perform the job as described with or without reasonable accommodations.

I also understand that the job description may be changed at the discretion of the company at any time.

Signature

Date