

Job Description: Southeast USA (FL, MS, AL, GA, SC, NC, VA, WV, KY, TN)

Description:

Arch Promo Group is a family of brands encompassing various product offerings and price points located across the United States. We are actively pursuing a strategy of multiple acquisitions each year to expand our company's growth and profitability. Our Brands are well known, growing, and recognized within the industry as leaders in product and decoration abilities.

Job Summary:

Title

Regional Sales Manager

Duties:

You will be responsible for the manner in which the Arch Promo Group facilities are **represented** by the market. This includes **promoting** the Arch brand to our customers and industry associations to generate profitable sales growth. You will handle the Southeast territory in addition to working with the individual plants, other regional sales reps and the National Sales Manager.

Specific Responsibilities:

- Initiate new sales growth coming from both existing and new customers. Sign up new accounts and finding new program sales.
- The Southeast Territory includes Tennessee, Virginia, West Virginia, North Carolina, South Carolina, Mississippi, Alabama, Georgia, Florida and Kentucky.
- Communicate and work with production to develop new product ideas at each facility.
- Increase our SAGE and ESP ratings by providing a better customer experience and asking for ratings when the facilities go above and beyond.
- Attend Regional and National tradeshows to increase our brand awareness.
- Work with National Sales Manager to improve our relationship with large distributors and buying groups
- Grow sales through the top 10 buying groups including American Solutions for Business, Proforma, Halo, Geiger, Bamko, Boundless, HH Global, iPROMOTEu and more
- Develop processes to make it easier to do business with us
- Travel as needed, but not less than once per month in addition to frequent visits to local customers
- Become product expert for all current and future divisions. Visit each facility as part of training develop a good working relationship with each GM and sales manager.
- Manage the customer service message to customers.

- Prepare a quarterly email to all GM's outlining what is new in your territory and where there are opportunities. Be the eyes and ears of what you are hearing in the market and provide feedback regularly.
- Provide monthly competitive analysis for each facility as outlined by the National Sales Manager. This includes monitoring the competition on pricing, service levels and new products. This project is shared by the regional sales managers.
- Develop a social media presence in your territory
- Effectively use Salesforce to track communication, opportunities, and marketing programs
- Any other projects as assigned by the National General Manager specific to sales opportunities

Qualifications:

Collaboration with all team members and the ability to communicate and act in a positive manner to achieve APG goals

Able to handle multiple projects simultaneously

Quality verbal, organizational and written communication skills

Attention to detail

Requirements:

3 years experience in industry sales

Knowledge of promo industry including pricing structure, companies and individuals

Familiarity with and residing in the Southeast (states listed above)

Access to reliable transportation

Ability to lift up to 40 lbs, **and be present for up to 8 hours at a time at a tradeshow**