

Sales Representative - Print

Position Summary

The Sales Representative - Print is a sales representative who focuses on expanding the sales of Managed Print Services, on our in-house small format and wide format digital equipment as well as through our print and display supplier network. This role will drive new business growth by scheduling presentations with new prospects with the goal of closing sales and/or expanding the solutions already in place.

Essential Functions

- Identify development potential in accounts by studying current business metrics; interviewing key customer contacts, uncovering and presenting additional new business opportunities.
- Use HubSpot.com on a daily basis to manage the sales pipeline and close opportunities consistently in all products assigned.
- Initiate and follow a sales process by understanding the client's business drivers, building relationships; qualifying potential opportunities; presenting and closing business.
- Build and manage an active pipeline of opportunities within your assigned territory.
- Deliver presentations to all levels within a client organization.
- Interact with sales leadership and operational leaders to develop sales strategies that win new business.
- Understand company's Value Proposition and competitive advantages and deliver it formally to clients.
- Update your job knowledge by participating in educational opportunities; training sessions; reading professional publications; maintaining personal networks; participating in industry events and organizations. We will help you improve your skills for your career.
- Understand components of margin and manage to maximize profitability.

Position Requirements

- Excellent oral and written communication skills.
- Hunter mentality, objection-handling, consultative selling and closing skills.
- Ability to effectively use technology to communicate, manage data, record and retrieve customer contacts and access essential information about our business.
- Strong organizational skills and attention to detail, conflict management and aptitude to leverage various technologies to drive efficiencies.
- Knowledge of large and small format printing; as well as, managed print services.

- Print industry sales experience.
- Experience with prospecting, cold calling, use of a CRM tool similar to HubSpot and managing a pipeline.
- Outside sales/hunting experience.
- Aptitude – Tech Savvy.

- A Bachelor's degree in Business, Marketing or related field.

