

## **Northeast Sales Manager**

Pacesetter

Chicago, IL 60646

## **Who We Are**

Pacesetter™ is a NW Chicago based Industry Leader in the Awards & Corporate Recognition marketplace. Dynamic new products & ideas drive our 70+ year old national awards manufacturing & wholesaler organization. We are looking for a **Northeast Sales Manager** to join our growing team!

### **Job description:**

Reporting to the National Sales Manager, this position will grow sales by calling on new and current customers in the ASI, PPAI and APA industry. A key component will be to educate customers on new products and custom capabilities. Travel will be a requirement with a minimum of 125 nights per year within the NE region of the United States for client visits and national tradeshow.

### **Prospecting and Lead Generation:**

- Identify and target potential clients in the assigned territory.
- Actively seek new business opportunities through Inbound Leads and Tradeshow

### **Client Relationship Management:**

Build and maintain strong relationships with existing clients.

### **Product Knowledge:**

- Stay up to date on Pacesetter's product offerings.
- Provide in-depth product knowledge to clients.

### **Sales Presentations:**

- Develop and deliver sales presentations to showcase Pacesetter Awards' products and services.
- Tailor presentations to address the specific needs and preferences of each client.

### **Custom and Large Order Processing**

Determine scope of project and work with internal team to execute & collaborate with internal teams to meet customer expectations.

**Market Research:**

Stay informed about industry trends, competitor products, and market conditions.

**Goal Setting and Achievement**

Set realistic sales targets & Projections with Sales Manager.

Regularly evaluate and adjust strategies to meet or exceed sales goals.

**Manage Expenses within Budget:**

Set Budget for Travel with Sales Manger for Tradeshow and Client Visits.

**Travel:**

Travel within the assigned territory to meet with clients and attend industry events.

12-15 Weeks of Travel – National Shows Included (3-5 annually.)

**Feedback and Reporting:**

Provide regular feedback to management on market trends, customer preferences, and competitor activities.

**Customer Service:**

- Ensure a high level of customer satisfaction by addressing inquiries and resolving issues promptly.
- Act as a liaison between the customer and internal teams.

**Training and Product Education:**

- Train clients on how best to sell the recognition category.
- Conduct end-user meetings with clients if necessary.

**CRM Utilization:**

- Effectively use Customer Relationship Management (CRM) tools to track interactions and manage customer information.
- Leverage CRM data for strategic decision-making.

**Adaptability:**

- Be adaptable to changes in the market, company policies, and product offerings.
- Continuously seek opportunities for professional development to enhance sales skills.

**Qualifications:**

- Experience in Outside Sales, preferably in Promotional Product Industry, with a proven track record of account growth.
- Reside in the NE territory: Maine, New Hampshire, Vermont, New York, New Jersey, Pennsylvania, Connecticut, Rhode Island, Massachusetts, Maryland, West Virginia, Virginia.
- Bachelor's degree preferred.
- Highly organized with ability to multitask.
- Strong attention to detail, a flexible attitude, and a team player.
- Proficient in Microsoft Excel, Word, Outlook & Power Point.
- Familiarity with HTML and Social Media Platforms: LinkedIn, Facebook, Twitter.

**Benefits:**

- 401(k)
- Dental insurance
- Health insurance
- Life insurance
- Paid time off
- Vision insurance