



Job Description

Job Title: Account Executives
Shift: Full-time; Relocation not required; Travel Required
Position Summary: Under the direction of the Director of Sales, perform sales duties to develop new accounts and maintain existing accounts within designated sales territory. Create sales forecasts and sales and marketing methods to maintain and increase sales growth. Become a valued resource for the customer, partnering with them to help grow their business. Continue to grow in the sales role by attending various training functions to improve selling skills.

Responsibilities:

- Prospect potential customers by using directories, internet, tradeshow, referrals, etc.
- Cold call suspects to pre-qualify leads maintaining a record of all activity. Complete a customer profile on each qualified prospect.
- Plan customer/prospect facility visits and presentations. Prepare Customer profile for visits.
- Work with Sales/Marketing Coordinator to initiate mailings to prospective clients and customers
- Obtain customer job specifications in complete detail and close sales based upon estimate and selling price guidelines provided.
- Assist the customer by working with job planning to offer creative ideas on design, layout and finishing.
- Obtain accurate customer deadline dates and advise production whenever there is a delay, or when deadlines must be changed.
- Assess customers' plans regarding future print projects, future budgets and marketing plans; conveying information to the Director of Sales.
- Work closely with Estimating, Job Planning, Production, and Customer Service.
- Maintain customer relations and high levels of customer satisfaction.
- Frequent in-territory travel to meet with prospects, targets, and customers.
- Provide weekly sales itineraries detailing the upcoming week's sales activities; cold call plan, appointments and strategies for gaining new business.
- Maintain call reports within a customer relationship management (CRM) database.
- Create detailed quarterly sales plans for prospects, targets and customers

Qualifications:

- Interested candidates will have a Bachelors Degree in Marketing, Communication or Business. The individual will be a highly organized, self-starter with excellent interpersonal skills.
- One to two years of previous sales related experience in a printing environment; or combination of education and experience.
- General knowledge of basic software programs including Word, Excel, Outlook, Logic, and a CRM database system.
- Excellent interpersonal and communication skills.
- Ability to work independently with little or no instruction.
- Problem analysis and problem resolution abilities.

Physical Demands:

- This position requires persons performing this job to be able to stand and walk between 1/3 to 2/3 of the time
- This position requires the ability to use hands to finger, handle or touch 2/3 of the time or greater
- This position requires the ability to reach above shoulders; stoop, kneel, crouch or crawl up to 1/3 of the time
- This position requires the persons performing the job to be able to talk or hear 2/3 of the time or greater
- This position requires the ability to lift up to 50 pounds up to 2/3 of the time

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