



Johnson Plastics Plus
12450 Oliver Ave. South #100
Burnsville, MN 55337
www.johnsonplasticsplus.com

Title: Sublimation-Heat Transfer-Digital Printing Equipment Sales Representative

Reports To: Vice President of Global Sales and Marketing

Location: Burnsville, MN

Primary Purpose: Targets potential and existing customers for digital printing systems. Responsible for the sales process which includes effectively identifying and cultivating new prospects, coordinating presentations and demonstrations, and closing sales. Works closely with the Sales and Marketing teams to develop effective promotional materials and grow sales for all products.

Expected Attributes of Employee:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Driven to meet and exceed sales goals with a passion to work under pressure to perform
- Excellent sales and customer service skills including demonstrated ability to build and further develop positive relationships with potential and current customers, including cold customer calls with an assertive, positive and persistent style
- Proven customer service and relationship building skills, displays confidence, energy and passion
- Competent in communicating directly, publicly and openly throughout the organization
- High level of problem solving, troubleshooting, and task/project management skills with the ability to work both independently and within a team
- Passion for continuous improvement in all aspects of the company's performance; Driven for results and measuring progress
- Demonstrated strong oral and written communication and presentation skills
- Strong research, analytical, negotiating and problem solving skills
- High level of multi-tasking skills, with a strong attention to details
- Ability to learn products quickly and relate information to potential customers effectively.

Qualifications:

- Bachelor's degree in business or related field required is preferred
- At least 3 years of experience in a sales, marketing or customer service-related role. Experience or knowledge of the digital printing industry a real plus
- Experience using Adobe Creative Suite (InDesign, Photoshop, Illustrator), Corel Draw, or comparable design software, which is applicable to operating the printing equipment
- Proven experience with personally growing sales with solid results
- Previous experience working with ERP systems for evaluating sales data; CRM software for database management (SalesForce is a plus)
- Efficient with Microsoft Office software (Word, Excel, PowerPoint)
- Travel requirement: approximately 30-50%. This can fluctuate, but is necessary for industry trade shows, events and customer visits.



Primary Duties & Responsibilities:

- Target potential and existing customers for sublimation, heat transfer and digital printing systems sales. Responsible for the sales process which includes effectively identifying and cultivating new prospects, coordinating presentations and demonstrations, and closing sales.
- Reach or exceed assigned sales goals
- Work closely with the Sales and Marketing teams to develop effective promotional materials that grow sales for all products.
- Formulate and execute a phone calling strategy to target prospective customers
- Travel to trades shows, open houses and customer locations is required. Assist and present technical information at company sponsored seminars and workshops. Travel is expected to be 30-50% of the time.
- Demonstrate digital equipment for customers in support of sales.
- Update/maintain all customer / technical service-related information in HubSpot (CRM) database.
- Mine existing customer database to cross-sell new personalization equipment product line to existing customers
- Implement sales strategies including customer follow up of samples and quotations that lead to sales closure
- Connect customers' business needs with Johnson Plastics Plus products and services
- Build customer relationships in person and via phone with key decision makers in assigned territory
- Complete all other projects and tasks assigned.

At Rowmark and Johnson Plastics Plus, we are passionate about making our customers look great!

Rowmark proudly manufactures, markets and distributes of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

As part of the Rowmark family of companies, Johnson Plastics Plus is the leading supplier/distributor to the engraving and sign-making industry. JPP strives to provide world class products and service to our customers every day with eight distribution points throughout the United States.

Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com