

Location for this position:

Rowmark
5409 Hamlet Dr.
Findlay, Ohio 45840
www.rowmarkllc.com

Job Title: Inside Sales Manager
Reports to: VP, Sales & Marketing

Position Overview: The Inside Sales Manager is responsible for managing all the aspects of the inside sales department and the lead generation process. Major responsibilities include: providing management communication to the sales department, sales training, coaching inside sales team, establishing, monitoring and reporting on sales metric (KPI's).

Expected Attributes:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Passion for teaching and using effective sales and marketing techniques on the telephone; Motivated by results,
- Drive to lead new business sales development with strong sense of urgency for sales results
- Strong interpersonal and verbal/written communication skills with the ability to work effectively with a wide range of internal and external customers
- Effective planning, organization, and project/time management skills
- Sets personal and professional goals, while demonstrating high work ethics; Works independently and proactively to uncover new markets/industries
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven Atmosphere
- Inspire others and empathize with other employee concerns
- Strong analytic mindset which can identify gaps and develop strategy to overcome

Qualifications:

- Bachelor's degree in Business, Marketing, Communications or relative field
- At least five years of managing inside sales or telephone marketing activities with a proven history of positive results in a similar customer-prospecting role
- Solid work experience utilizing telephone communication skills with the drive/persistence to find potential customers (cold calling) and inspire them with information about our products or services. Personal drive for positive results
- Experience working within Customer Resource Management (CRM) software.
- Efficient with Microsoft Office software (Word, Excel, PowerPoint)

Primary Duties & Responsibilities:

- Build a solid inside sales/lead generation team that exceeds sales goals
- Ability to take the Challenger Sale Model and implement into the Sales Culture
 - Ability to Teach, Tailor and Take Control in a sales situation

- Teach – deliver insights that reframe how customer thinks about their business
 - Tailor – Communicate an effective sales message in context of the customer
 - Take Control – pursue goals in a direct but non aggressive way to overcome customer risk aversion
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- Ensure the sales pipeline remains full with qualified leads and prospects and manage accordingly
 - Monitor employee productivity and motivate team to reach daily goals (dials and revenue targets)
 - Coordinate department activities to create a fun and productive culture
 - Evaluate and improve insides sales process
 - Provide coaching for exiting Inside sales members and training for new representatives
 - Conduct employee interviews
 - Manage and effective Onboarding process for new team members
 - Manage performance and develop employee development plans
 - Report to Sr Management on sales metrics, opportunities and threats
 - Ensure accurate and complete information is captured in CRM system

Rowmark

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At Rowmark, we are passionate about making our customers look great!

We proudly manufacture, market and distribute 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. Partnered with Bertram Capital since 2013, the Rowmark family of companies is staged for major growth. Rowmark's family of companies is headquartered in Findlay, Ohio.

Rowmark recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the Rowmark family of companies, Johnson Plastics Plus strives to provide world class service to our customers every day with eleven distributions points throughout the United States. With customer service/distribution centers also located in Belgium and Australia, our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also serves as sales resource for the digital printing equipment within the signage, promotional products, and awards/recognition markets.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as a custom plastic sheet division (Premier Material Concepts – PMC), which serves the engineered custom



plastic sheet industry with materials for a variety of custom applications, primarily for the thermoforming industry.

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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. We are looking forward to meeting you!

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