

Location for this position:

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

Job Title: Inside Sales Specialist

Reports To: Inside Sales Manager

Primary Purpose: Follow up on business leads via phone or email to research and validate new or potential customers; Inquire about customers' needs, describe products that may fit their business, introduce new products, schedule appointments for sales follow-up, document all relevant information in database management system for future reference.

Expected Attributes:

- Positive attitude with a high level of accountability, personal drive, ambition and integrity.
- Passion for using effective sales and marketing techniques on the telephone; Motivated by results, able to professionally handle rejection on the telephone, and stay motivated for the next opportunity.
- 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.
- Driven to set personal and professional goals, while demonstrating a strong work ethic
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere
- Open to direction, a collaborative work style and committed to getting the job done
- Ability to balance issues emotionally and objectively; Inspires others and empathizes with other employee concerns

Qualifications:

- Associates or bachelor's degree
- At least 5 years of B2B inside sales or telephone marketing experience with a proven history of positive results in a similar customer-prospecting role.
- Solid telephone communication skills with the drive/persistence to find potential customers and inspire them with information about our products or services. Personal drive for positive results.
- Call center/ Inside Sales Experience
- Strong problem solving and planning skills
- Excellent interpersonal skills and a collaborative style
- Must be able to excel in a fast pace environment and a company of change.
- Experience working within CRM software
- Excellent computer skills (MS Word, Outlook, Excel)
- Ability to learn new products and services quickly.

Primary Duties & Responsibilities:

- Use high level consultative approach to identify the need of the prospect
- Ability to Teach, Tailor and Take Control in a sales situation
 1. Teach – deliver insights that reframe how customer thinks about their business
 2. Tailor – Communicate an effective sales message in context of the customer
 3. Take Control – pursue goals in a direct but non aggressive way to overcome customer risk aversion
- Meet or exceed sales goals for assigned accounts.
- Make at least the required number of outbound telephone calls to prospective customers each day.
- Quickly qualify the potential customer and add into a managed pipeline of opportunities.
- Effectively use of CRM database with careful attention that all relevant fields are completed.
- Follow a strict sales process and meet all KPI's outlined.
- Execute new customer strategies, as well as re-engagement strategies
- Research and identify new prospective clients to add to the existing database utilizing all relevant sources (internet searches, industry associations, referrals, etc.)
- Create interest and influence/convince the prospective customer to want to learn more about our products and services.
- Master all areas of products and services offered to customer.
- Occasional travel to tradeshow to engage with prospective and current customers. (10% travel may be required)
- Assist in the creation of case studies and white paper content.

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. We are looking forward to meeting you!



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