



**Location for this position: Remote**

*Johnson Plastics Plus*

*www.johnsonplastics.com*

**Title:** Equipment Sales Representative

**Reports To:** TRG Sales & Account Manager

**Primary Purpose:** Targets potential and existing customers for equipment sales 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 critical thinking 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
- Efficient with Microsoft Office software (Word, Excel, PowerPoint)
- Travel requirement: approximately 30%. This can fluctuate, but is necessary for industry trade shows, events, and customer visits.

**Primary Duties & Responsibilities:**

- Target potential and existing customers for equipment sales Responsible for the sales process which includes effectively identifying and cultivating new prospects, coordinating presentations and demonstrations, and closing sales.
- Work closely with the Sales and Marketing teams to develop effective promotional materials that grow sales for all products.



- Reach or exceed assigned sales goals
- Develop and execute a cold calling strategy to target prospective customers
- Mine existing customer database to cross-sell new personalization equipment product line to existing customers
- Build mutually beneficial relationships with 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
- Attend tradeshow and selling events providing support and product demonstrations

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**Johnson Plastics Plus** is the leading supplier/distributor to the engraving and sign-making industry. As part of the Rowmark brand, JPP strives to provide world class products and service to our customers each day through our distribution facilities located throughout the U.S.

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Johnson Plastics Plus 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: [kconroy@rowmark.com](mailto:kconroy@rowmark.com)