

Location for this position:

Rowmark

5409 Hamlet Drive

www.johnsonplasticsplus.com

www.rowmark.com

Title: Sales Manager, Digital Printing and Heat Transfer Sales

Reports To: President, Johnson Plastics Plus

Primary Purpose: Motivate and manage sales team members to achieve company sales and margin goals and objectives. Engage pricing and product strategies to continuously grow sales with both current and new customers. Develop and build relationships within the industry that will nurture current and future sales growth. Guide customers through the sales process and provide future technical support and excellent customer service.

Expected Attributes of Employees:

- Positive “Customer First” attitude with a high level of accountability, personal drive, ambition, integrity
- Strong analytical, negotiating and customer problem resolution skills
- Competent in communicating directly, publicly and openly throughout the organization
- High level of problem solving, troubleshooting, and task/project management skills
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere
- Passion for continuous improvement in all aspects of the company’s performance; Driven for results and measuring progress
- Balances issues emotionally and objectively; Inspires others and empathizes with other employee concerns. Must be able to positively give, receive and utilize feedback and coaching effectively
- Demonstrated strong oral and written communication and presentation skills

Qualifications:

- Bachelor’s degree in business or related field required or at least 8 years of experience in a sales management role multiple sales methods including customer face to face interaction and phone contact
- Proven experience developing successful sales programs, preferably within an industrial or consumer goods distribution organization. Successful track record of driving inside and outside sales strategies with solid results
- Excellent sales and customer service management skills, including demonstrated ability to grow sales, motivate a sales team as well as build positive relationships with employees, managers, other organizations and vendors
- Previous experience working with ERP systems for evaluating sales data; CRM software for database
- Preferred experience offering technical assistance to customers; experience with the sublimation and/or printing processes or electronics is a plus
- Experience with design software (Corel Draw, Adobe Suite, Quark, RIP software *or related graphics programs* knowledge) required. Proficiency with Word, Excel, and Outlook. Ability to learn customized software and products quickly.
- Travel requirement: approximately 30%. This can fluctuate, but is necessary for industry trade shows, customer visits, events, and inter-company travel.

Primary Duties & Responsibilities:

- Inspire, motivate and manage sales team members to achieve company sales/margin goals and objectives. Provide support to generate leads and close sales. Meet with team members regularly to understand opportunities and obstacles. Work with them to develop solid strategies or approaches to gain business. Delegate tasks appropriately to achieve quick results.
- Develop and implement sales strategies designed to grow profitable sales.
- Track and report key sales and margin metrics and outcomes to ensure repeatable success. Motivate and cheer the team on to reach targets. Celebrate successes and eliminate excuses.
- Train and manage the sales team to utilize an effective, consultative sales approach to close sales opportunities with customers.
- Assess the strengths and weaknesses of the sales team and manage their activity accordingly. Coach team members as needed to further develop effective approaches.
- Assist with developing pricing strategies. Manage the team to implement price adjustments in a timely manner.
- Attend industry events, tradeshow or conferences to build awareness, prospects and opportunities for sales growth.
- Assist with developing annual variable compensation plans for sales team members. Throughout the year, monitor actual results against sales bonus plan structure. Verify payment results with Accounting and Human Resources.
- Assist in the development of annual sales budget by providing detailed sales forecasts, along with pricing and growth strategies.
- Interact with current customer base to ensure accurate and expeditious order entry and satisfaction follow-up. Build relationships with customers, industry contacts and market leaders.
- Manage the activities of the Sales team to pro-actively engage with customers regarding:
 - Follow-up and thank you's from tradeshow, showcases or other events
 - Introductions to new products, current specials or programs (freight, Points Plus, etc)
 - Inform them about upcoming technology showcases or open houses – get attendance commitment
 - Introduce and discuss new technologies (printing, heat transfer, sublimation). Transfer leads to appropriate sales resource for follow-up.
- Ensure that the Sales Team is asking questions about a customer's business to gain information for current or future use. Update the system with relevant information. (What equipment do they use currently? Do they focus on signage, gifts and personalization, and/or awards? What other products are they buying from another source? What obstacles do they face and what solutions can we bring to them? What are their future goals? etc.)
- Monitor sales activity, inventories and progress of custom orders/quotes. Effectively communicate issues or obstacles then participate in problem-resolution and/or improvement efforts.
- Collect customer feedback, competitive analysis, and monitor trends; make recommendations for new products to be added to the product line
- Positively interface with cross functional groups (Manufacturing, Scheduling, Accounting, etc.) to speed sales prospects through the selling cycle and provide prompt feedback regarding proposals and shipments to customers. Collaborate effectively with others in all positions throughout the company
- Complete written and verbal reports as requested.
- Complete all other projects and tasks assigned by supervisor.



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

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: kwinner@rowmark.com