SALES ASSOCIATE

Job Description:

The Sales Associate focuses on establishing business relationships with new clients who have a competitor or need new services. The Sales Associate can sell the entire range of products and services, and is focused in small and medium-sized customer segments. They report to the Sales Manager. They general market to an assigned geography, market segment, or strategic vertical. The Sales Associate can be telephone-based, web-based, or live meetings.

Job Responsibilities:

* Renews customer relationships with former customers in an assigned geography, market segment, and/or a set of named targets.
* Leads all aspects of the sales process, while calling upon other company sales resources to assist in solution development, proposal delivery, and implementation, as needed or as directed by management.
* Coordinates closely with other sales teams, especially those who had previous interaction with former customers.
* Sells the entire range of company products and services to assigned opportunities.
* As needed, includes product specialists or other support resources in the sales effort.
* Collects information on reasons for customer loss, including competitive offers, and documents these for management.
* Prioritizes efforts in order to focus on the most actionable and winnable opportunities among assigned targets.
* Transitions re-activated customer accounts to the direct sales team after gaining customer commitment.
* Ensures a seamless transition of customer responsibility to the Account Manager following a successful reactivation.
* Assist other sales and services resources when called upon by the Field Sales Manager
* Achieves assigned sales quota
* Meets assigned expectations for profitability
* Achieves account win targets

Job Qualifications:

* Associates in marketing or related field
* Bachelors in marketing preferred
* Experience as a Sales Associate

Opportunities as a Sales Associate are available for applicants without experience in which more than one Sales Director is needed in an area such that an experienced Sales Associate will be present to mentor.

Job Skills Required:

* Understanding of the sales and marketing industry
* Understanding of the company’s marketing needs
* Great interpersonal and communication skills
* Proven success in sales
* Business development and strategy implementation knowledge
* Strong leadership and decision making skills
* Ability to sell, manage and drive growth
* Excellent customer relationship management skills
* Ability to meet sales targets and production business goals
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Familiarity with industry’s rules and regulations
* Ability to lead
* Ability to resolve interpersonnel issues