



## Job Description

**Job Title:** Sales Representative  
**Department:** Sales  
**Reports To:** General Manager  
**Approved Date:**  
**FLSA Status:** Non-Exempt

### SUMMARY:

Primary responsibility is for the sales of color label printing solutions. Meet or exceed sales forecast while maintaining profitability and customer satisfaction. Manage a specified industry segment or territory using goal oriented planning and execution. Enthusiastically promote ReThink Label Systems and the products and services it sells. Possess or is able to immediately develop a strong, functional working knowledge of Color Label Printing Systems and be able to relate the benefits of on demand color label printing to customers.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** include the following. Special projects may be assigned as needed.

- ❖ Focus time and energy on prospective small to medium sales opportunities.
- ❖ Follow up on leads. Thoroughly profile/document opportunities through our CRM (Navision)
- ❖ Document/manage sales projects, and account maintenance calls in Navision for all accounts. Record/document all sales activities in Navision.
- ❖ Provide written proposals and quotes to prospective accounts.
- ❖ Utilize the consultative sales process to promote and close the sale of ReThink products and services to accounts with impressive initial impact.
- ❖ Utilize strategic, objective driven selling skills to acquire accounts. Ability to identify buying influences within an account.
- ❖ Ability to move prospects through the sales cycle quickly and seamlessly
- ❖ Perform product demonstration.
- ❖ Support and contribute to the overall success of a territory or industry through the ReThink team.

### OBJECTIVES:

- ❖ Meet or exceed monthly sales forecasts
- ❖ Close new prospective Color Printing Systems business – 5+ per month

### QUALIFICATIONS:

- ❖ Bachelors degree or related work experience desired
- ❖ Experience in marketing, brand imaging, printing & or packaging is a plus
- ❖ Passion for sales and winning. Positive attitude; self-motivated; self-disciplined, excellent communication and follow-up skills, creative in finding new ways to prospect; develop market share; reduce sales cycles.
- ❖ Ability to problem solve and understand how to run technical sales
- ❖ Fast learner
- ❖ Have the drive to succeed by utilizing your sales skills
- ❖ Works well on a team as well as independently
- ❖ Ability to set specific and measurable goals
- ❖ Employ “ Why ReThink” philosophy to all prospective clients
- ❖ Working knowledge of Excel and Microsoft word.