

BRANDED

— A DIVISION OF WILLIAMS ADVERTISING —

OUTSIDE SALES

Branded, a division of Williams Advertising, specializes in creating custom branded merchandise. We are a growing company located in the heart of downtown Hopkinsville, serving clients nationwide. As we continue to grow, we are looking to add a new team member in the role of Outside Sales. This role will be responsible for the cultivation of new business. Business within the Branded division of Williams Advertising involves promotional products, apparel, printing, gifts, corporate online stores and more. The solutions-driven individual in this role should have proven experience in marketing, prospecting, lead generation, sales and ongoing customer relationship and account management.

RESPONSIBILITIES INCLUDE:

- Seeking new business opportunities using prospecting, cold calling, social media engagement and other sales tactics with the intent to build long-term relationships with clients.
- Nurturing and qualifying new sales opportunities.
- Generating qualified new business leads
- Leading sales calls, presentations and meetings. Travel when required/necessary.
- Tracking progress in CRM system (Hubspot).
- Becoming an expert in promotional products offerings and continuing education within the promotional products industry.
- Approaching every client opportunity with creative solutions, including curating product selections for individual client needs.
- Building presentations in our order management system (commonsku).
- Maintaining client relationships and ongoing account management with the goal of delivering excellent customer service.
- Maintaining a balance between new business introduction and existing account management.
- Achieving and exceeding sales goals.
- Adhering to the company policies and procedures.

KNOWLEDGE, SKILLS & ABILITIES:

- Background in marketing to be better equipped to understand marketing opportunities & challenges our clients face, as well as provide ROI-driven solutions for our clients.
- Comfort with building book of business without being handed leads to work.
- Inherent drive to see clients succeed and enthusiasm to assist clients with business growth.
- Must have the ability to multitask effectively and adapt to changes quickly, and use resources effectively and efficiently.
- Must have proven success in a sales role.
- Needs the ability to connect with and influence decision makers, generate new business opportunities and cultivate referral opportunities.
- Must have experience with account management.
- Preferred experience in the promotional products industry.
- Must be a self-starter and excellent communicator.

Supporting this role is thorough foundational industry & product knowledge training, a single system for proposals through order lifecycle, order fulfillment assistance, in-house graphic design, and marketing support. Additional benefits include a salary plus commission structure, opportunities for increasing commission structure, bonus opportunities, dedicated support after milestone sales are achieved, and working with a team that is 100% awesome. Learn more about us at thebrandedthings.com.

SOUND LIKE YOUR DREAM JOB?
SUBMIT YOUR RESUME TO SARAH@WILLIAMSADCO.COM