

ACCOUNT REPRESENTATIVE

Responsible for managing an existing customer **portfolio** and growing new **accounts** within a specified **territory**.

KEY DUTIES/RESPONSIBILITIES

Sales

- Responsible for **direct B2B** sales in a designated **territory**
- Responsible for all steps in the **sales funnel**, including prospecting, planning, initiating contact, assessing needs, identifying and presenting solutions, negotiating **agreements**, gaining commitments, writing the **order**, delivery, payment and follow-up
- Maintain an existing **customer base** through relationship building, value added service and follow-up
- Expand profitability of existing **client accounts**
- Responsible for new business development - expanding a customer base by initiating contact with **leads and referrals** in a timely manner
- Communicate **product features and benefits**, identify options, answer questions, influence buying decisions and close **sales**
- Keep customers up-to-date on changes, **shipments** and/or delays
- Investigate and resolve problems and complaints to the customer's satisfaction
- Present products and services to large and small **groups**
- Provide **leadership** and **training** to new members of the **sales team**
- Provide information about **warranties**, quality **guarantees**, care and maintenance of **products**
- Achieve maximum sales profitability within **Manitoba** by meeting **sales quotas**
- Create **sales presentations** using **PowerPoint**

Planning

- Initiate, launch and follow-up new innovative **marketing campaigns**
- Set up and manage **tradeshow** events
- Work with a team to develop sales **plans, strategies, schedules and targets**
- Set and achieve individual sales **targets**
- Analyze the **territory** and the market to estimate potential growth
- Identify new markets and gaps for products and services to increase **market share**
- Monitor **market conditions, trends** and **competitors**
- Analyze **statistics**, identify **problems** and propose **solutions**

Financial

- Complete **estimates** using **accounting software**
- Arrange **financing** for customers
- Open new **accounts** and enter **sales contracts**

Administrative

- Work as a member of a team to meet **goals**
- Coordinate work with other **departments**
- Develop **proposals** using **word processing software**
- Maintain accurate **records** including **client profiles, client contacts, orders, follow up** and projected future needs

Qualifications

Post secondary **degree or diploma** in Sales & Marketing or Business

3 years experience in sales with a proven ability to maintain and develop a customer base

Knowledge and a demonstrated proficiency in all aspects of the **sales process**

Experience in **MS Word, Excel, Outlook and PowerPoint**

Valid driver's licence