



The Color Company (TM) Limited

JOB DESCRIPTION: New / Business Development Manager

FUNCTION: New Business Development / Business Development Manager / Sales Executive

REPORTING TO: Sales Director

POSITION SUMMARY

Following The Color Company's sales process, this candidate will identify, develop and proactively advance The Color Company, seeking business from prospective as well as existing clients.

MINIMUM QUALIFICATIONS AND REQUIREMENTS

- 2 years sales experience within a B to B environment, preferably print
- A proven new business sales approach
- Demonstrate effective written and verbal presentation skills
- Proven skills and aptitude to excel in a customer-focused and results-driven environment
- Presents a personal professional image
- Demonstrated understanding of a new business sales process and strategy

GENERAL DUTIES AND RESPONSIBILITIES

- Schedule and conduct an average of 3 face-to-face meetings per day
- Refer orders and/or bids/quotes to appropriate Operations resources
- Refers project management, including outsourcing coordination, to appropriate Operations resources
- Exceed sales quota on a consistent basis, through planning, approach and activity
- Prospect for new business
- Assist in Lapsed client account recovery
- Sell The Color Company values, by identifying solutions and providing outstanding service
- Discover and present value-added business solutions to individual client requirements within prescribed guidelines
- Maintain outstanding customer relationships, through daily activities and account updates
- Interacts with Sales leadership to develop and review sales strategies
- Build and maintain a pipeline of business at established standards
- Works with other Sales Resources in a team selling capacity
- Consistently meets all minimum activity standards
- Cultivates and develops new account relationships

MINIMUM ATTRIBUTES REQUIRED TO PERFORM THE ESSENTIAL FUNCTIONS OF THE POSITION

- The ability, on a consistent basis, to pick up a phone to contact potential as well as existing clients
- The ability, on a consistent basis, to gain appointments with potential and existing clients
- The ability to work under self-motivation and with minimal supervision
- The ability and confidence to present at various levels within a business setting.