



**BUILDING VALUE SINCE 1906**

### **Summary:**

The National Accounts Sales Manager is responsible for maximizing Sales Volume by implementing Sales and Marketing Strategies for National Accounts. National Accounts are defined as multi-location, high volume, uniform facility clients. The position requires a deep understanding of the multi-layered buying process, which he or she must navigate to originate and close opportunities via those Customers.

### **What You Will Do:**

- Effectively plans field work based on the areas where maximum revenue growth can be achieved.
- Provides clear expectations of field work when working with representatives, utilizes the Professional Selling Skills sales process on sales calls, and establishes concrete action items from each sales call.
- This position will leverage and network with representative, distributor, and Sales Manager to develop National Accounts Opportunities.
- Conducts sales calls, proposes effective agendas, asks probing questions, recommends appropriate benefits and solutions, and closes with mutual agreement as to next steps.
- Demonstrates an advanced skill level in understanding large and complex End User Customers and Distributors, and employ advanced networking and negotiation techniques to prospect and sell to those Customer's requirements, while minimizing special demands on the company.
- Researches and understands relevant markets, establishes a National Accounts target list, coordinates as appropriate with representatives, distributors and Sales Managers to target those accounts, and also initiates independent Sales Opportunities with accounts.
- Conducts a monthly review of Sales Performance, effectively analyzing, understanding, and interpreting results and trends by representatives, distributors, product categories, and vertical channels.
- Utilizes data, strategic conversations, and field work to arrive at an appropriate understanding of sales performance.
- Conducts routine Business Reviews, presenting to the Sales Executive team the status of Sales Execution in the position's area of responsibility.
- Executes networking activities at a very high level, effectively demonstrates the ability to prospect independently and jointly with representatives, distributors, and Sales Managers.
- This position effectively delegates- following up to ensure appropriate completion rather than providing unilateral directions.

### **Basic Qualifications:**

- Bachelor's degree (B. A.) from four-year College or university.
- 5-7 years of related sales experience.
- Successful track record in sales-driven environments and superior leadership skills.
- Proven negotiation and analytical skills with professional business acumen.
- Ability to build strong business relationships.
- Strong communication and presentation skills, both written and verbal.

- Proven success with and a developed portfolio of National Account customers.
- Ability to effectively respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community, utilizing such as opportunities for business development.
- Travel requirements are 40% - 50%.