



## Job Description

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**Job Title:** Print Sales Representative  
**Department:** Sales  
**Reports to:** Director of Print Services  
**FLSA Status:** Exempt; 8:00 am – 5:00 pm, Monday – Friday (40 hours per week)

### **Print Account Representative Function:**

Outside Sales Representatives are responsible for prospecting and generating new business. This position requires cold calling on commercial accounts in the field to generate new permanent sales.

### **Job Summary:**

This position conducts marketing and sales prospecting for outsourced commercial and digital printing opportunities as well as sharing our portfolio of Ricoh, Konica Minolta, Panasonic and HP copiers, printers, office equipment, and software solutions.

### **Responsibilities:**

- Propose customer print solutions that are compliant with appropriate local, state and federal regulations.
- Develop and maintain a thorough knowledge of Systel Printing Services equipment and output capabilities.
- Identify new business leads, manage those prospects and acquire new business opportunities.
- Determine customer needs and propose appropriate printing and/or service needs.
- Meet or exceed the new business sales goals.
- Complete scheduled and cold call prospecting activities to establish first and follow up appointments with customer/prospect account decision makers.
- Prepare proper estimate forms for estimator/planner to secure quotes from prospects and customers. Send those quotes/estimates via email or hand deliver. Sales proposals/presentations are then followed up with key decision makers.
- Secure signed estimates from those contacts and begin order process for those orders in a timely manner and in accordance with Company policy.
- Develop and maintain an awareness of market behavior and competitive trends and respond accordingly.
- Regularly meet with Director of Print Services to review sales activities, progress on goals, and status of prospective customers to continue achieving goals for landing new business opportunities.
- Responsible for efficient territory management through prospecting lead generation, referrals, appointment scheduling and customer tours/demos
- Responsible for analyzing current customer accounts and include printing services as a benefit for overall partnership within the account as well as prospect for new business marketing and printing needs.
- Prepares all sales paperwork for orders obtained.
- Maintain assigned monthly sales quota.
- Estimates are responsibility of rep to follow up on all opportunities. Help establish achievable delivery date for completion of order to customer.
- Submit weekly/monthly sales activity reports, forecasts and other reports as required.
- Other duties, as assigned.

### **Qualifications:**



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- Must present and communicate in a professional manner.
- Excellent verbal and written communication skills.
- Must be organized with good time management skills.
- Possess proven analytical/problem solving solutions for the customer and the company.
- Computer proficiency in Windows and Microsoft applications.
- Previous cold calling and B2B (Business to Business Sales) experience.
- Experience in developing and executing territory sales strategies.
- Possess strong presentation, negotiation, and closing skills.
- Prior printing sales experience, a plus.
- Should be self-motivated, driven individuals who have previous business to business sales and/or general sales experience and able to work independently to meet or exceed goals.
- Must have the ability to communicate orally and in writing with customers.
- Must have basic mathematical skills. Must have excellent time management skills.
- Must be able to set and meet deadlines, handle multiple tasks efficiently and complete duties independently.
- Additional skills may be required to perform additional task(s) specific to work location, department or line of business.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Experience:**

- Minimum 2 years outside business-to-business sales with a proven track record of success.
- One year of experience in a customer-facing sales role (business to business).
- Strong understanding of customer and market dynamics and requirements.
- Proven ability to achieve sales quotas.
- Good Driving record, able to meet Systemel driving qualifications.
- Must successfully complete pre-employment testing.

### **Education Required:**

- High school diploma or equivalent; Bachelor's Degree in Business, Marketing, Sales
- Related education and experience may be interchangeable on a year for year basis.
- Related education may be substituted for experience on a year for year basis.