

## **Job title:**

Sales and CRM Management Administrator / Sales and Client Relationship Manager

## **Company Overview:**

Big Star Branding is one of the largest promotional products companies in Texas. We have in-house screen-printing, embroidery, a vehicle wrap department and over a million imprintable products. We have been in business over 30 years and have 36 employees on staff. We are a positive company empowered by people who enjoy working together as a team. Attitude is everything at Big Star Branding. Our customer base is all levels of government, corporate America and universities and schools.

## **Goals:**

We are looking for a team member who has a vast knowledge of working with a CRM and motivating a sales team while working a book of accounts that contribute to the overall success of the company. Also, has strong abilities with launching industry specific software. We have more customer requests than we can handle at present and need a better process to work with our existing customers and new customers.

## **Responsibilities:**

- Work closely with the sales team, providing guidance on how to maximize current and prospective relationships through the use of the CRM and sales software.
- Deciding on and define requirements for effective use of the CRM and its infrastructure.
- ensure the CRM provides an effective sales funnel and efficient sales process.
- Making sure the CRM is customer focused and working to maximize its effectiveness for sales and distribution.

- Planning and delivering CRM strategies across the company encouraging customer retention and customer loyalty.
- Overseeing direct communications with customers through the CRM.
- Coaching and performance monitoring of sales representatives while keeping a book of business.

### **Requirements:**

- BS / MS degree in marketing, advertising, business and or communications.
- Successful previous experience in a similar position
- Precious experience in similar Head of CRM role. Strong technical skills.
- Excellent understanding of CRM principles in B2B and B2G environment.
- Demonstrate ability to communicate, present and influence credibly and effectively on all levels.
- Proven ability to drive the sales process from plan to close.
- Strong business sense and industry expertise.
- Excellent mentoring, coaching and people management skills

### Compensation:

- Base
- Commissions
- Paid vacation
- Health insurance

**The finer details...**

Standard hours are 8:00 to 5:30 Monday thru Friday. However, you may have to work longer hours when necessary.

No travel required. Other than one yearly trade show.

Send resumes to: [kathie@bigstarbranding.com](mailto:kathie@bigstarbranding.com)

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