

Branding Specialist

Summary:

Develop and grow promotional products sales accounts to a diverse range of large to mid-size accounts that are established LogoBranders customers. Serves as the primary contact for the client during the sales process and works with internal support functions (customer service, account services, sales management, etc.) to ensure that client needs are met for special order and managed programs. As part of an integrated, strategic selling team, the Branding Specialist collaborates with sales manager to maximize sales of all product categories.

Primary Responsibilities:

- * Manages and owns the strategic corporate relationship between client/subsidiaries/partners and LogoBranders
- * Develops strategic plan to grow sales and margin within the assigned
- * Conducts meetings and presentations with key account stake holders to drive sales and insure excellent customer experience
- * Provides direction and leadership to all internal departments that support customer - SPO, Merchandising, Customer Service - to insure client needs are met
- * Achieves sales budgets and margin attainment
- * Negotiates contract extensions and insures all contract terms are adhered to
- * Understands, communicates and interprets brand direction for all account team members
- * Provides leadership & direction on client merchandise needs
- * Recommends new products ideas to drive brand objectives
- * Travels to various key locations to promote services and attend conferences to stay up-to-date on the latest trends in the promotional product world
- * Participates at on-site events
- * Schedules/Manages Client Business Reviews and leads strategic discussions at reviews
- * Travel 10%
- * Salaried Position with bonus for growth from existing sales numbers

Qualifications:

- * Bachelor's Degree in related field or equivalent combination of education and experience.
- * Experience within the promotional product industry
- * Strong leadership skills (to coordinate with internal support teams)
- * Excellent selling skills
- * Excellent communication, presentation, and interpersonal skills
- * Strong relationship building skills.
- * Excellent time management and organizational skills