



Sales Representative Job Description

May Arts Ribbon is a leading supplier of high quality ribbon products, serving a wide variety of merchants from large retail outlets to home-based businesses in the craft and scrapbooking, gift, stationery, quilting, fancy food, floral, interior design and jewelry industries. Since its founding, May Arts has been committed to delivering high-quality, classic ribbon design for any need and any industry.

Summary

May Arts is searching for a Sales Representative responsible for overseeing national and international sales outreach (B2B). The Sales Representative will generate revenue by developing market potential through forecasting, lead generation, and current account sourcing.

Responsibilities

- Establishes, develops and maintains business relationships with current customers through a routine schedule of communication
- Makes calls, emails, and occasional in-person visits to existing and prospective customers
- Researches sources for developing prospective customers. Analyzes national and international market potential to determine the value of prospective customers
- Funnels prospective customers through appropriate sales and marketing channels to turn them into regular accounts
- Develops clear and effective written proposals, contracts, and other written material for orders and agreements with current and prospective customers
- Assists customer service associates with customer inquiries that come through email, phone, fax, and live chat
- Expedites the resolution of customer problems and complaints by funneling customers or product issues to designated management
- Keeps abreast of all product lines and their applications, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and customer service representatives
- Communicates with management and marketing to align all messaging, branding, and marketing campaigns. When necessary, communicates with product development and shipping departments to ensure customers needs are met
- Supplies management with oral and written reports on outreach activity, qualified leads, and new account sales. Establishes a monthly and yearly sales goals/plan
- Provides feedback on customer needs, desires, and opportunities that can benefit product development, marketing, and general business operations

Qualifications

A minimum of two years sales experience is necessary, with prior experience handling large volume accounts. Experience in a wholesale, B2B industry is preferred. Good verbal and written communication skills are essential. Good organizational and project management skills are required. Demonstrated ability to build and maintain effective businesses relationships is essential. Aptitude for problem solving and ability to determine solutions for customers. Must be results-oriented and able to work both independently and in a team environment. Pleasant and personable phone and in-person demeanor. Interest in crafts, home décor, or fashion.