



Location for this position:

Rowmark
5409 Hamlet Dr.
Findlay, Ohio 45840
www.rowmarkllc.com

Title: Digital Printing Equipment (IColor/Uni-net) Sales Representative

Reports To: Vice President of Global Sales and Marketing

Primary Purpose: Targets potential and existing customers for the IColor digital printing system. Responsible for the sales process which includes effectively identifying and cultivating new prospects, coordinating presentations and demonstrations, and closing sales. Works closely with the Sales and Marketing teams to develop effective promotional materials and grow sales for all products.

Expected Attributes of Employee:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Driven to meet and exceed sales goals with a passion to work under pressure to perform
- Excellent sales and customer service skills including demonstrated ability to build and further develop positive relationships with potential and current customers, including cold customer calls with an assertive, positive and persistent style
- Proven customer service and relationship building skills, displays confidence, energy and passion
- Competent in communicating directly, publicly and openly throughout the organization
- High level of problem solving, troubleshooting, and task/project management skills with the ability to work both independently and within a team
- Passion for continuous improvement in all aspects of the company's performance; Driven for results and measuring progress
- Demonstrated strong oral and written communication and presentation skills
- Strong research, analytical, negotiating and problem solving skills
- High level of multi-tasking skills, with a strong attention to details
- Ability to learn products quickly and relate information to potential customers effectively.

Qualifications:

- Bachelor's degree in business or related field required is preferred
- At least 3 years of experience in a sales, marketing or customer service-related role. Experience or knowledge of the digital printing industry a real plus
- Experience using Adobe Creative Suite (InDesign, Photoshop, Illustrator), Corel Draw, or comparable design software, which is applicable to operating the printing equipment
- Proven experience with personally growing sales with solid results
- Previous experience working with ERP systems for evaluating sales data; CRM software for database management (SalesForce is a plus)
- Efficient with Microsoft Office software (Word, Excel, PowerPoint)
- Travel requirement: approximately 30%. This can fluctuate, but is necessary for industry trade shows, events and customer visits.

Primary Duties & Responsibilities:

- Develop and execute a cold calling strategy to target prospective customers
- Mine existing customer database to cross-sell new personalization equipment product line to existing customers

- Build mutually beneficial relationships with customers
- Reach or exceed assigned sales goals
- Implement sales strategies including customer follow up of samples and quotations that lead to sales closure
- Connect customers' business needs with Johnson Plastics Plus products and services
- Build customer relationships in person and via phone with key decision makers in assigned territory
- Attend tradeshow and selling events providing support and product demonstrations

At Rowmark, we are passionate about making our customers look great!

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

Rowmark's family of companies is headquartered in Findlay, Ohio, where it manufactures its plastic sheet materials in a new 88,000 square foot facility. Our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as an additional customer service/distribution centers located in Belgium and Australia. In October 2013, our company partnered with Bertram Capital, staging us for major growth.

We have recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the Rowmark family of companies, Johnson Plastics Plus strives to provide world class service to our customers every day with eleven distributions points throughout the United States.

Rowmark also serves as sales resource for the digital printing technology within the signage, promotional products, and awards/recognition markets.

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Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com