

**Location for this position:**

Rowmark  
5409 Hamlet Dr.  
Findlay, Ohio 45840  
[www.rowmarkllc.com](http://www.rowmarkllc.com)

**Job Title:** Inside Sales Specialist

**Reports To:** Customer Relationship Manager

**Primary Purpose:** Follow up on business leads via phone or email to research and validate new or potential customers; Inquire about customers' needs, describe products that may fit their business, inform customers about upcoming events or specials, introduce new products, schedule appointments for sales follow-up, document all relevant information in database management system for future reference.

**Expected Attributes:**

- Positive attitude with a high level of accountability, personal drive, ambition, integrity.
- Passion for using effective sales and marketing techniques on the telephone; Motivated by results, able to professionally handle rejection on the telephone, and stay motivated for the next opportunity.
- Strong interpersonal and verbal/written communication skills with the ability to work effectively with a wide range of internal and external customers.
- Effective planning, organization, and project/time management skills.
- Demonstrates honesty and trustworthiness
- Sets personal and professional goals, while demonstrating high work ethics; Works independently and proactively to uncover new markets/industries
- Balances issues emotionally and objectively; Inspires others and empathizes with other employee concerns
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere

**Qualifications:**

- High school diploma or equivalent; Associates or bachelor's degree a plus
- At least two years of inside sales or telephone marketing experience with a proven history of positive results in a similar customer prospecting role.
- Solid telephone communication skills with the drive/persistence to find potential customers and inspire them with information about our products or services. Personal drive for positive results.
- Experience working within Customer Resource Management (CRM) software, Salesforce is a plus.
- Excellent computer skills (MS Word, Outlook, Excel)
- Ability to learn new products and services quickly.

**Primary Duties & Responsibilities:**

- Make at least the required number of outbound telephone calls and/or send email messages to business leads or prospective customers each day. Quickly qualify the potential customer (or not) as it relates to the set parameters provided. Possible call objectives:

- Thank a customer for a recent product inquiry, tradeshow attendance, product sample request, etc.
  - Introduce a customer to Johnson Plastics Plus' complete line of products, website, technical help, etc.
  - Communicate with the potential customer to gather relevant information about their business. Document all information obtained from the call/email in the CRM database with careful attention that all relevant fields are completed.
  - Offer samples, Refer to website, Direct to technical resources, as appropriate.
  - Refer lead to a sales representative for a deeper follow-up call, as needed.
  - Create a new customer account in S2k and enter a sales order, if appropriate.
  - Encourage a customer to sign-up for or attend an upcoming demonstration, open house, tradeshow in their area. Offer to send more information about an event, if requested.
  - Introduce new products or services.
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- Document all information obtained from the call/email in the CRM database with careful attention that all relevant fields are completed.
  - Schedule follow-up calls as needed with technical resources or sales team members Update information in the CRM with accurate information obtains from a call or email.
  - Research and identify new prospective clients to add to the existing database utilizing all relevant sources (internet searches, industry associations, referrals, etc.)
  - Follow scripted questions and answers during conversations with prospective customers to ensure that all relevant information is captured and recorded accurately.
  - Use typical approaches to find the appropriate person of influence at a prospective customer and record information in CRM.
  - Create interest and influence/convince the prospective customer to want to learn more about Rowmark product lines and services.
  - Complete all other projects and tasks assigned by supervisor.

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***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. Partnered with Bertram Capital since 2013, the Rowmark family of companies is staged for major growth. Rowmark's family of companies is headquartered in Findlay, Ohio.

Rowmark 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. With customer service/distribution centers also located in Belgium and Australia, our extensive product line of sheet materials are distributed in over 80 countries around the world.



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

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as a custom plastic sheet division (Premier Material Concepts – PMC), which serves the engineered custom plastic sheet industry with materials for a variety of custom applications, primarily for the thermoforming industry.

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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.

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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](mailto:kwinner@rowmark.com)



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