



## **Business Development Representative (Sales)**

**Reports to: President**

**Department: Sales**

**Classification: Base Salary + Incentives/Commission**

Lithographics, Inc. is seeking a sharply focused, highly ethical, and self-driven Business Development Representative to assist with increasing sales volume by expanding our client data base. The representative will have a keen understanding of Lithographics' offerings and the ability to effectively communicate our value to the client. We are looking for a talented, educated, and experienced team player to join our company and bring their talents to this amazing industry!

**Position summary:** The Business Development Representative will have responsibility to grow revenue by leveraging Lithographics, Inc. capabilities and resources to create, print and promote marketing solutions that meet customer needs.

### **Qualifications required:**

- 5+ years of experience in sales and/or business development for a marketing service provider
- Understanding of the sales process and dynamics and a commitment to excellent customer service
- Demonstrated proficiency in professional networking (social media, in person, etc.)
- Excellent written and verbal communication skills
- Experience using computers for a variety of tasks, including competency in Microsoft applications including Word, Excel, Outlook and PowerPoint

### **Qualifications desired:**

- Bachelor's degree in marketing, communications or business
- Experience in social media marketing is a plus
- Experience in commercial print sales or in selling print-focused marketing services is a plus

### **Essential functions and responsibilities:**

- Identify and connect with marketing decision-makers (business managers and creatives) for businesses in the middle Tennessee and surrounding region
- Visit with clients and prospects to give presentations and demonstrations and sell products and services to potential buyers
- Coordinate client print consultation sessions with internal Lithographics printing experts to ensure that client needs and objectives (budget, quality, specifications, look and feel, etc.) are met
- Negotiate sales for individual jobs/projects or contract terms for long-term client relationships
- Assist with marketing efforts to target new verticals and/or new customers, working with team members to manage and nurture leads and close sales opportunities
- Assist with marketing efforts to grow business with existing clients or to recapture lost accounts by developing and communicating sales promotions