



JOB DESCRIPTION

May 2020

Contact: Drew Watson, drew.watson@imcd.us

Job Title

Account Manager

Department

Sales

Reports To

Regional Sales Manager

Job Purpose

Responsible for developing and maintaining sales within a specific business unit, utilizing Salesforce and other tools made available to the organization. In conjunction with the Principal Managers, ensure that the business plans for each of our product lines are implemented.

Duties and Responsibilities

Key Responsibilities

- Meet with customers and prospects and apply consultative selling techniques to sell new products to new or existing customers.
- Address customer questions and inquiries, such as product recommendations, providing technical help and redirecting sample and literature requests to appropriate internal contacts
- Negotiate pricing and contracts to optimize profitability and business security
- Monitor and address to sales variances to minimize lost business
- Track activities in Salesforce, working opportunities, follow-up reports and customer summary reports. Maintain a robust pipeline of opportunities to ensure ongoing sales growth.
- Collaborate with Regional Sales Manager to determine necessary strategic sales approaches.
- Research potential new customers (using web searches, government industry directories, trade shows, outside sales leads, etc...)
- Overcome objections of prospective customers.
- Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare sales order forms and call reports.
- Attend periodic sales training where applicable.
- Appropriately communicate brand identity and corporate position.



Key Performance Indicators

Sales Call Schedule

- Sales representative is responsible for setting, regularly reviewing, and revising Call Frequency Schedule with RSM
- Sales representative is responsible for meeting call plan set for each account

Maintaining Existing Business / Profit Contribution

- Minimum requirement – maintain all existing business
- Review variances monthly and report/take action as required
- Ensure margin contribution is maximized (and maintained)
- Review Sales Rep Summary and margin on sales to ensure margins are being maximized and maintained

Developing / Progressing Targets

- Sales representative is responsible for progress on existing targets and identification of new targets
- Minimum requirements – evidence of new business being landed and new opportunities being added on a regular and consistent basis.

Building / Cultivating Relationships

- Minimum requirements – thorough and complete understanding of the customer's business
- Multi-level relationship development initiated and planned by the sales representative
- Involvement of other IMCD personnel and principals

Reporting

- Minimum requirements – submitted in timely manner
- Follow guidelines for information required for Existing Business reports
- Follow guidelines for Target Business reports
- The sales representative is responsible for the accuracy and thoroughness of their product reports

Qualifications/Competencies

Minimum 3 years experience in technical sales.

Degree in Science or similar training with post-secondary degree education. Preference is given for background in Food Science or related fields.

Proven experience in organizing sales calls and schedules, and evidence of detailed reporting is required.

Competency in Salesforce, Sales Management Systems and Microsoft Office or equivalent.

Exceptional skills in developing and maintaining client relationships.



Proven track record in developing new sales and accounts.

Demonstrated enthusiasm and self-motivation.

Must be hands-on and enjoy a broad range of activities.

Will exhibit an eagerness for contributing beyond immediate duties and getting the job done.

Will be persuasive and will have the ability to persuade.

Will be sufficiently mature to be able to move forward from setbacks.

Working Conditions

Weekend and evening work may be required. Frequent travel required.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Approved By

Incumbent

CONTACT INFO

Drew Watson

Regional Sales Manager

IMCD US Food, Inc. • 16050 Canary Avenue • La Mirada, CA 90638 • USA

Toll Free [+1 844.458.7111](tel:+18444587111) • **M** [+1 919.539.0818](tel:+19195390818)

• **E** drew.watson@imcdus.com or usacsr@imcdus.com

• **W** www.imcdca.com

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