

# Vertical Market Sales Representative



**Reports to:** Vertical Market Sales Manager

**Employee Status:** Full Time / Salaried

## Job Objective(s):

- Maximize performance and results regarding all sales activities in a specific vertical market territory;
- Maintain buying relationship of existing accounts and establish new accounts relevant to a specific industry;
- Develop business to business customer relationships with a strong emphasis on solutions-based, consultative selling.

## Primary Responsibilities:

- Professional development in industry knowledge, customer category, product knowledge and sales techniques;
- Achievement of assigned sales objectives;
- Participation in extensive manufacturer and technical training;
- Development and execution of customer-specific initiatives to deliver increased account/supplier penetration;
- Assistance in the development and implementation of marketing plans as required;
- Processing and management of daily transactional business;
- Adherence to minimum outbound calls requirement;
- Identification and elevation of potential issues prohibiting sales;
- Proficient display of lead generation and follow through;
- Maintenance of administrative account functions including price protection, co-op and customized customer programs;
- Professional interaction with customers/suppliers and supporting departments;
- Limited travel for trade shows and customer visitations;
- Adherence to all company policies, procedures and business ethics codes;
- Compliance with immediate supervisor's directives;
- Proficient display of independent work ethic and ability to take direction and execute initiatives with moderate supervision.

## Required Proficiencies:

- Proficiency in Windows based computing environment
- Strong proficiency in business math (i.e. margin calculations, forecasting)
- Track record of strong performance in a multi-tasking fast paced environment
- Strong Organizational and interpersonal skills
- Good oral and written communication skills
- Ability to multi-task, set priorities and manage own time

*Send resume and cover letter stating areas of interest and appropriate skills to: [hr@wynit.com](mailto:hr@wynit.com)*