



DIRECT SALES SPECIALIST

POSITION SUMMARY

The primary function is to manage a multi-million-dollar sales territory. The objective is to increase sales through penetrating existing customers and creating relationships with new customers. The position is also responsible for profit growth through price, mix and volume. This position is a key driver for CABP's unique sales model, while providing best in class customer service.

- Develop and strengthen current customer relationships resulting in sales growth with current customers.
- Seek and pursue new customers who will benefit from CABP's value added services.
- Manage large number of outgoing and incoming calls from new and existing customers.
- Manage the assigned territory to meet or exceed sales and margin plans, by maintaining and growing customer base. Selling product and services that provide value to our customers, while meeting the company's desired profit metrics.
- Work closely with our vendor partners, to develop strategies to help our customers sell more of the vendor's products to the end user through CABP.
- Develop deep product knowledge on assigned products.
- Educate customers of current market trends, changes and challenges; Become the customer's trusted advisor
- Acquire knowledge of the market conditions and competitive landscape in the assigned territory. Use this knowledge in dealing with competitive situations & negotiations with customers and suppliers.

QUALIFICATIONS

- BS Degree preferred but not required
- Previous Inside or Outside Sales Experience
- Knowledge of computer programs CRM, Excel, Word, and Outlook

REQUIREMENTS

- Must be able to travel as needed (**25%**)
- Ability to pass drug test and background verifications
- Must have a valid Driver's License