

Job Title: Sales Representative

Revision: 8/28/25

Reports to: Owners

Status: Full-time

Typical Work Hours: 8:00 am – 4:30 pm M-F, extra when needed

FLSA Classification: Commission

Method of Pay: Salary plus bonus

Job Summary:

The Sales Representative is responsible for prospecting new customers and working with current customers to understand needs and to offer products that meet those needs. The primary focus is on selling labels, with a secondary focus on offset and promotional products. This position represents the image of the company to the customer and must consider this in all aspects of interaction with the customer including professionalism, timeliness, manner of speaking, service orientation and in other ways. This territory spans from Buffalo, NY to Saratoga Springs, NY down to Columbus, OH to Harrisburg, PA.

Essential Responsibilities:

- Prospect customers using the internet, social media, company lists and other methods to identify potential customers
- Contact potential customers via phone, emails and visits as appropriate, including cold calling
- Send company information or samples to customers and prospects as appropriate
- Maintain records of contact and response; follow up using the appropriate tool, currently Sales Force
- Serve as the primary contact for customers ensuring to track their orders, their needs and their frequency of orders
- Build relationships with customers, understanding their needs and communication style
- Visit or contact customers on a frequency necessary to serve their needs; following up on current or future orders
- Communicate with Customer Service to obtain quotes; when appropriate create quotes independently ensuring Customer Service is aware of the quote
- Strive to stay in the communication loop with the customer through the whole process; partnering with Customer Service to support them and stay involved
- Responsible for sales metrics, including sales quotas, new customers, and customer retention among others

Other Responsibilities:

- Back up and support to Customer Service when needed
- Support to promotions position
- Attend weekly and periodic meetings as necessary

Supervisory Responsibility:

- None

Qualifications:

- Highschool diploma or GED required, college degree preferred.
- Sales experience preferred
- Use of computers including typical office programs and data bases; proficiency in Excel highly important
- Basic math skills essential
- Ability to accurately measure and read a ruler
- Valid PA driver's license and use of a reliable vehicle/transportation

Competencies:

- Self-motivated and driven to succeed
- Passion to help customers and ensure their success; going above and beyond for them
- Strong verbal and written communication skills
- Exceptional listening skills
- Confidence; ability to take rejection
- Ability to work independently and in a team
- High level of attention to detail, tracking, following up, and anticipating needs
- Work at a fast pace and be able to multitask working on multiple jobs at once
- Problem solving and troubleshooting

Working Conditions:

- Ability to work in various environments within the day; meeting customers where they require. This may be indoors or outside and may require specific attire or PPE
- Must be able to drive to customer locations, total territory distance is up to 5 hours away
- Face-paced environment
- Standing, Sitting and walking all day
- May need to wear PPE when customers require
- Advised to wear closed toed shoes

Mental and Physical Requirements:

- Communicate verbally and in writing
- Ability to assess and communicate moderately complex information
- Ability to work in a high-stress environment, balancing multiple responsibilities
- Driving more than 50% of the typical workday, occasionally out of state
- Periodically lifting 35-50 lbs.
- Be able to move at a fast pace
- Standing, bending, stooping, reaching, lifting during full shift
- Be able to see all colors of the spectrum

Tools:

- Rewind chart
- Ruler
- Samples
- Business cards
- Sales folders
- LBP giveaway items
- PMS book
- Pens/pencil and notebook
- Cell phone

Employee signature_____ Date_____

Manager Signature_____ Date_____