



JOB TITLE: SALES ASSOCIATE

JOB DESCRIPTION

Business development

- Identify prospective customers and sales opportunities, increase and maintain market share by locating, developing, negotiating, proposing and establishing new sales account and retention of existing customers
- Continuous customer base expansion through channels such as telephone, e-mail and/or internet campaigns
- Discover and explore potential new sales accounts and business deals by analyzing market strategies, contract requirements, product mix, customers feedbacks and expectations
- Closes sales transaction by coordinating pricing and inventory
- Implement sales strategies to attain sales volume, product mix and profit objectives
- Call on prospective customers, deliver effective sales presentations, provide technical and administrative product information and/or demonstrations, and quote appropriate customer prices

Marketing

- Development of professional and consistent marketing and promotional materials, such as web contents, brochures or flyers, product manuals/descriptions and technical publications
- Plan, prepare, and participate in trade and marketing events and/or activities
- Research and prepare analysis and recommendations related to competing and complementary products
- Recommend product and product line revisions as well as pricing changes
- Collect and keep up-to-date information on customers' product use and trends
- Identify trendsetter ideas by researching industry and products, publications, and announcements within the industry
- Product development and interactions
- Build and maintain strong on-going relationships and communications with suppliers

Customer services and supports

- Respond to customer inquiries, including order requests
- Routine communication with customers, including visit customer locations, to facilitate customer relationship and obtain orders
- Ensure customer satisfaction by submitting orders for processing timely and communicating scheduling and delivery commitments
- Work closely to resolve customer requests and feedbacks to ensure high levels of customer satisfaction
- Products packaging and distribution
- Return processing and products repair

Warehouse and inventory management

- Maintain and organize warehouse and inventory to be in compliance with Company policy
- Fulfill customer orders as necessary
- Perform cycle physical inventory counts and update inventory system
- Maintain up-to-date and accurate inventory data in the system

Other special projects deemed necessary by the Management

QUALIFICATIONS

- Highly driven, passionate, ethical professional
- Ability to take initiative, set personal goals and work autonomously to benefit the Company's development
- Ability to work and contribute in a team approach
- Experience in global vision, knowledge of products and industry of the specific customer base and ability to sell newly developed products
- Strong salesmanship, prospecting, and planning abilities are required
- Strong interpersonal and communication skills, both professionally written and oral, as well as negotiation and presentation skills
- Ability to analyze and interpret data and product mix for effective sales strategies
- Strong organizational, prioritizing, time management, and decision making skills
- Ability to understand and adapt to customers' changing needs
- Demonstrate business, industry and market knowledge
- Ability to handle more than one product category, across a large number of accounts
- Ability to manage multiple projects of medium complexity
- Attention to detail and tremendous follow-up skills to achieve all deadlines
- Able to properly lift and repetitively maneuver all Company products and equipment
- Minimum 3 years of experience in tactical equipment industry, sales and business development, customer services, warehouse and inventory management, logistics and distribution
- Proficiency in Windows operating system and Microsoft Office products
- Ability to learn and become proficient in other software applications
- Advanced degree (bachelor) graduate preferred
- Prior law-enforcement or military experience preferred
- Tactical equipment sales and customer services background a plus

Category: Sales/Business Development

Location: Lewis Center/Columbus, OH

Compensation: Base salary commensurate with experience + commission sales model with no earning limitations

Travel Required: May involve visits to remote or urban areas

Date Posted: March 15, 2012

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