

Roles and responsibilities

1. **Customer Prospecting and Lead Generation:** Identifying and researching potential clients through various channels such as cold calling, emailing, networking events, and social media platforms.
2. **Client Relationship Management:** Building and maintaining relationships with existing clients to ensure satisfaction, repeat business, and referrals. This involves regular communication, addressing concerns, and understanding client needs.
3. **Sales Presentations and Product Demonstrations:** Creating and delivering compelling presentations to showcase the company's printing and branding capabilities. This includes explaining product features, benefits, and pricing structures to potential clients.
4. **Quoting and Proposal Development:** Generating quotes and proposals based on client requirements, negotiating terms, and following up to secure orders.
5. **Market Research and Analysis:** Monitoring industry trends, competitor activities, and customer preferences to identify opportunities for growth and potential areas for improvement.
6. **Marketing Collateral Creation:** Assisting in the development of marketing materials such as brochures, flyers, and digital content to support sales efforts and enhance brand visibility.
7. **CRM Management:** Utilizing customer relationship management (CRM) to track leads, manage contacts, and forecast sales opportunities accurately.
8. **Collaboration with Cross-Functional Teams:** Working closely with production, design, and customer service teams to ensure seamless execution of projects and timely delivery of orders.
9. **Continuous Learning and Skill Development:** Staying updated on industry best practices, sales techniques, and product knowledge through training programs, workshops, and self-study.
10. **Goal Setting and Performance Tracking:** Setting measurable sales targets and key performance indicators (KPIs), and regularly evaluating progress towards goals.
11. **Administrative Tasks:** Completing administrative duties such as maintaining sales records, preparing reports, and managing expense budgets.