

Outside Sales Representative

MRL Company is an independent sales agency servicing the electrical markets in Minnesota, North and South Dakota and western Wisconsin. MRL has a long-standing reputation for representing quality lines to our market. We are an experienced, well respected, and aggressive organization that emphasizes the long-term goals in promoting the products and services of the manufacturers we represent. We're looking for a results-driven sales representative to actively seek out and engage customer prospects while simultaneously managing an existing account base.

Key Responsibilities

Sales Planning:

- Participates in the development and execution of all agency manufacturer business plans.
- Develops, executes, and regularly reviews assigned distributor, contractor, and end user account sales performances.
- Plans and conducts sales calls and trainings.
- Develops and maintains strong customer relationships.

Sales Execution:

- Meets or exceeds established manufacturer sales goals.
- Maintains appropriate pipeline for each manufacturer.
- Prioritizes opportunities to close sales.
- Develops new accounts to grow market share.
- Maintains and grows existing distributor business.
- Works closely with strategic distributor partners to grow sales.
- Maintains and grows existing contractor and end-user business.
- Effectively executes manufacturers' promotions/initiatives/campaigns.
- Effectively prepares for Regional Manager and factory personnel visits.
- Consistently and effectively plans and conducts training meetings at distributors.
- Actively participates in all internal/external sales meetings.
- Attends key customer functions and industry network activities such as trade shows and conferences.
- Effectively diffuses customer issues with solutions.
- Effectively captures market feedback.
- Provides accurate and timely monthly reports that meet manufacturer requirements.
- Maintains accurate and current records of sales performance, planning, account information, business expenditures, etc., as required by established procedures or as requested.

Commitment to Continuous Growth:

- Continually demonstrates a full understanding of all product lines represented.
- Comprehends important customer metrics and aligns selling approaches to assist with their goals.
- Fully understands assigned vertical markets and product applications.
- Fully understands all manufacturers' policies, programs and procedures.

Qualifications

Required Skills:

- Ability to travel up to 50% or more of the time.
- Public speaking and presentation skills.
- Highly detail oriented with strong time management skills.
- Ability to organize and manage multiple priorities.
- Problem analysis and resolution at both the strategic and functional level.

Required Knowledge:

- Bachelor's degree (B.A., B.S.) or equivalent.
- Three plus years of experience selling in the electrical industry.
- Comfortable using technology in daily business applications.

Required Personal Attributes:

- Builds and sustains both internal and external relationships.
- Acts with integrity, inspires trust and open communications.
- Committed to excellence.
- Takes initiative and is accountable for actions and results.
- Persists in the face of difficulties.
- Demonstrates a professional image and demeanor.
- Possess a sense of urgency.
- Committed to personal growth.
- Comply with all policies in the company handbook.
- Perform other duties as assigned.