

wilsondisplay

store fixtures

Position: Business Development – Senior Level Position

Wilson Display is looking for a self-starting business builder to present our capabilities to the U.S. and Canadian marketplace and “close the sale” with appropriate corporate clients. This individual needs to understand how to develop solutions and design fixtures for their customer base as well as understand merchandising and presentation from a retailer’s perspective. Ideally, this business driver will combine an understanding of retail operations with skills in marketing and strategic planning.

Essential Duties & Responsibilities:

- Quickly develop a thorough understanding of capabilities, products and services
- Prospect business opportunities within existing and new markets and companies
- Recognize and prioritize sales opportunities within the company’s capabilities
- Identify and qualify lead opportunities with marketing to pursue business
- Establish, build and manage client relationships at multiple levels with key decision makers and build trust within those organizations
- Deliver sales presentations to design, architectural, retail and hospitality companies
- Manage the sales process from discovery to account development, negotiations and closing
- Organize and clearly communicate pertinent information relating to the customer, order or project to the appropriate internal support person/team
- Increase existing business while generating new opportunities with new products
- Lead person on scheduling and conducting meetings for your prospective accounts
- Support the account team when needed after transition to internal project management team
- Formulate key account sales forecasts
- Maintain contact with all customer accounts to ensure high levels of customer satisfaction
- Facilitate issue resolution when needed with customers and internal company support teams
- Take initiative to stay educated on new product offerings and industry-related news
- Become actively involved in industry associations

Requirements:

- 5 years + proven senior sales experience, ideally in retail display/store fixture industry
- Previous experience with identifying and qualifying new business leads
- Demonstrated ability to build strong and lasting relationships with clients and have an understanding of the issues they face
- Ability to encapsulate the value-added proposition of Wilson and appropriately convey to target customers
- Ability to assimilate industry specific information and account knowledge and translate to a sales and marketing strategy
- Ability to influence and persuade to achieve desired outcomes
- Adapt to varying work loads and task requirements under tight deadlines
- Strong interpersonal and communication skills
- Maintain a professional appearance and a positive company image to the public
- Possess strong selling, creative writing, problem solving and negotiating skills
- Adheres to all company operational policies, procedures and business ethics.
- Excellent organizational, planning and prioritization skills.
- Willing to travel across Canada and the United States

Comprehensive benefits package and bonus program, salary commensurate with experience. Please send your résumé to info@wilsondisplay.com.

Thank you in advance for your interest in Wilson Display; should your qualifications match our requirements, we will contact you.