

# CAREERS IN CORRUGATED: SALES REPRESENTATIVE

## **Executive summary:**

Sales Representatives are responsible for selling corrugated products to their company's customers and servicing those accounts – that is, making certain they are satisfied with their corrugated products, are aware of new products or opportunities for cost savings and are receiving their corrugated in an efficient and timely manner.

*“I think the best part about my job is the variety. There are so many industries that I can go and pursue business with.”*

*Kendra Friend, Sales Representative, Orange, CA box plant*

## **Sales Representative customer responsibilities:**

- Develop new, profitable accounts
- Sell and service existing accounts/ maintaining consistent contact
- Provide proposals/ presentations
- Confirm design information
- Communicate project status
- Ensure customer specs and expectations are met
- Understand products, realistic machine applications and pricing
- Follow-up on past-due accounts
- Additional duties as specified by Sales Manager

## **Sales Representative internal responsibilities:**

- Thorough follow-through on orders to ensure customer specs are met
- Assistance in preparing annual sales forecasts
- Completion and processing of all paperwork in timely fashion
- Duties as specified by Sales Manager

*“Every day is different because everything changes from customer to customer and project to project.”*

*Rob Decker, Sales Representative, Orange, CA box plant*

## **Sales Representative skill sets:**

- Excellent communication skills
- Language skills – ability to read and interpret sales reports, other documents
- Creativity in presenting new ideas to prospective and existing customers
- Negotiation skills

- Math skills, especially percentages, discounts, proportions, etc.
- Strong organizational skills
- Attention to detail
- Ability to work independently
- Ability to understand and carry out instructions
- Strong interpersonal skills
- Ability to multitask

## **Sales Representative education/ experience:**

- College-level coursework
- Two years' outside selling experience
- Valid driver's license, safe driving record

## **Preferred candidates have:**

- College degree, especially in marketing or related field
- Two-year associate degree, especially in graphics or marketing
- Experience in a corrugated manufacturing environment

## **Computer skills preferred:**

- Basic programs: Microsoft Word, Excel, Outlook, PowerPoint

*“The best part of my job is the travel, the excitement and competition of opening new accounts, creatively coming up with new ideas...”*

*Deborah Hendricks, Sales Representative, Germantown, WI box plant*

## **Skills needed for advancement include:**

- Excellent customer service ability
- Strong presentation skills
- Knowledge of corrugated manufacturing processes
- Strong verbal and written skills – can share ideas clearly and effectively
- Ability to make sound judgments
- Self motivation
- Ability to work under tight deadlines

*“I think you really need to be a self-starter...this industry's a great fit for people who are self-motivated.”*

*Jerry Solberg, Sales Representative, Batavia, IL box plant*