



## **Digital Print Sales Representative Dallas/Fort Worth**

### **General Description/Responsibilities:**

Candidate will be responsible for identifying and selling to the appropriate commercial digital print markets within the Dallas/Fort Worth Metroplex.

This position will be required to identify/segment the digital print market space, prioritize the opportunities, develop a tailored marketing/sales plan for each, and to directly sell digital print solutions to identified markets within the Dallas/Fort Worth Metroplex.

The ideal candidate would preferably have previous sales and/or marketing skills in developing targeted, customized, digital print products; web-based interface solutions; or have significant sales expertise in a vertical market that could benefit from custom print solutions.

The candidate should have the ability to collaborate with the client to bring demographic data segmentation capabilities to augment/enhance the product's effectiveness and purpose by adding-value to the client's marketing/sales objectives.

### **General Skills & Experience:**

The candidate will need to have a minimum of 3 years of successful sales and marketing experience. While experience within the digital print environment is valuable, previous sales experience within a vertical market where digital print solutions are applicable can be an advantage.

A highly self-motivated and directed person who listens closely to client's needs and collaborates to bring a customized/personalized print solution that, where required, has the added benefit of targeted demographics to enhance the sale throughput.

Prior experience with print-on-demand and fulfillment products would be highly beneficial.

This sales/marketing opportunity will require excellent communication and presentation skills, the ability to build and present business plans, and administrative organization and discipline.

## **General Requirements:**

Preferable candidate would have a 4-year degree from an accredited college or university in sales/marketing or business (or equivalent experience). Candidate must have a minimum of 3 years of sales/marketing experience.

## **Other:**

### **Language Skills**

Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

### **Mathematical Skills**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

### **Reasoning Ability**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

### **Position Status**

Full-time employment status preferred.