

ENVISION POSITION DESCRIPTION

JOB TITLE: National Sales Account Manager

STATUS: Qualified/Full-Time/Salary/Exempt

SUPERVISOR: Vice President of Sales and Marketing

JOB FUNCTION:

The National Sales Account Manager will emphasize the development of new strategic customer accounts while servicing an assigned national and regional customer base. Additionally, the National Sales Account Manager will promote Envisions labor services and will be instrumental in the development of new products to meet customer needs and market demands. He/she is responsible for representing and expanding Envision sales in assigned and potentially new government and commercial markets. This includes (but is not limited to) all sales and marketing activities related to Envision products, services and diversified programs.

The National Sales Account Manager will meet or exceed the expectations of his/her assigned customer base by adhering to the goals and objectives of Envisions "Strategic Plan". Individual Marketing and Sales goals as well as operating budgets will be established and supervised by the VP of Sales and Marketing. The National Sales Account Manager will develop and maintain comprehensive marketing plans for each strategic customer account. The marketing plans will be reviewed and updated on a regular basis. Adherence to these plans is crucial in obtaining sales goals, achievements and success.

The National Sales Account Manager (under the direct supervision of the VP of Sales and Marketing) will fulfill the following administrative, sales and marketing responsibilities:

Position Description

National Sales Account Manager

Page 2

Administrative Duties:

- * Train customers and personnel on Envisions programs, products and services.
- * Maintain a personal database of quotes, letters, promotions, presentations, etc.
- * Provide reports and information to the Director of Sales as may be required.
- * Prepare and track all prepared customer quotations, contracts and proposals.
- * The National Sales Account Manager will submit expense reports and sales activity reports weekly. The weekly activity reports will highlight customer contact activities as well as illustrate trade show participation, competitive activities, and impediments to fulfilling sales objectives and requirements.
- * The National Sales Account Manager will develop, maintain and update individual marketing plans for each strategic customer assigned.
- * The National Sales Account Manager will utilize the internal MAS 500 database to include all customer contacts and follow up. Sales Tracking will be utilized to manage his/her customers to assist in monitoring all sales activities.
- * All travel, sales calls, demonstrations, training, tours and promotions will be planned and coordinated on a best return on investment basis.

All National Sales Account Managers will make direct sales calls on their assigned customers with no less than 50% to 60% of their time dedicated to this important endeavor. Developing customer relationships is the primary key to this position's success.

SALES & MARKETING ACTIVITIES:

- * Develop national government and commercial (private) accounts, which may include (but are not limited to) the USPS, GSA (lead), VA , MAS Vendors, small business (SBA) concerns, food distributors, and environmental disciplines.

Position Description
National Sales Account Manager
Page 3

- * Promote Envisions labor services to customer manufacturing entities.
- * Service current customer base and develop new regional and national accounts to increase sales of Envision products
- * Implement programs and activities that ensure effective market penetration which meets his/hers regional and national sales goals. The National Sales Account Manager will produce results consistent with the overall business plan outlined and directed in the annual Envision "Strategic Plan." Emphasis is placed on developing relationships with primary buyers, end -users and direct procurement channels and should not be misconstrued as "public relations". Customer emails, phone calls, etc, while necessary, are secondary to direct field sales calls with customers.
- * Train customer distribution networks (NIB sales personnel, Envision Base Supply Store personnel, MAS vendors, private (and all other applicable sales extensions) to effectively promote Envision products and services.
- * Offer input on the creation of flyers and advertisement to support Envision sales as required. Encourage the development of new services and products to end-users. Develop marketing support plans with customers.
- * Optimize established pricing to promote increased SKU sales penetration and ensure customer product samples are sent out on a timely basis. Follow up with customers is essential. Documentation of customer contact is required.
- * Determine appropriate collateral and support materials needed to complete specific job duties and ensure that said support material is created and distributed effectively, i.e., samples, literature, quotes, follow-up, etc.
- * Represent Envision at assigned trade shows. The VP of Sales and Marketing MUST approve all trade show participation in advance.

Position Description
National Sales Account Manager

Page 4

- * Establish and maintain a working Sales and Marketing Plan for each strategic account assigned. This includes a competitive market analysis of new customers being targeted. Each plan will mirror the overall objectives of the Envision Sales and Marketing plan.

EXPERIENCE:

- * Sales experience in National and government accounts, distributors and OEM.
- * Commercial sales/marketing experience with exposure to distributor-based and wholesale selling.
- * Direct experience with government customers and DoD agencies.
- * Public presentation and speaking skills required
- * Government procurement and contracting experience preferred.
- * Intermediate to advanced computer skills required.

SKILL REQUIREMENTS:

- * Must possess effective communication skills. Must be highly organized and motivated. Goal and people oriented. Must be able to operate independently without constant supervision. Able to make decisions without supervision.
- * Overnight travel required up to potentially 60%. Air and drive travel required.
- * Self-disciplined. Good character. Attention to detail a must.
- * Total commitment and effort to spend whatever time and energy is required to obtain assigned forecasted sales and team objectives.
- * A Bachelor's degree from an accredited college is required. A degree in Business Administration or Marketing is preferred.

RELATIONSHIPS:

- * Routine contacts and continuous interplay between management personnel of Envision, customer and end-user contacts, other Envision personnel.

This job summary does not imply that these are the only duties to be performed. Other tasks may be required for the effective operation of the department.