



## National Account Manager – Business Development

### Job Description

Department:	300 - Sales	Reports To:	VP of Sales/Marketing
Positions Supervised:	This job has no supervisory responsibilities.		
Travel Required:	20-50%*	FLSA Status:	Exempt
Schedule:	M-F 8:30-5:30	Classification:	Full-Time
Last Revision Date:	3/11/2024	Location:	Oldsmar, FL *

Vanguard Protex Global is looking for a “Hunter” to fill our open Account Manager role that is experienced building relationships with new targeted accounts. This position will be solely responsible for cultivating and developing partnerships with small to large consumer electronics OEMs and national retailers, to drive sales of Vanguard’s display security solutions. This role will begin by hunting past and current relationships to find new business and to rekindle past relationships in retail and consumer electronics. As the book of business builds, the role will become more account management and less hunting. The goal after 1 year would be for have an 80/20 mix of Account Management and Hunting new opportunities.

#### Job Summary

This role is for a true hunter, responsible for business expansion, revenue growth, and overall profitability through strategic planning, growth management, needs based solution selling business development, market research and analysis practices.

**The position will be based in Oldsmar, Florida, A remote position could be considered for a candidate with the right experience that does not live within the Tampa market, but lives within key prospect markets\* (TBD).**

The Account Manager - Business Development must be an expert in the methods of consultative selling. The position will use past experience, adapting to VPG’s structured sales process as a critical part of bringing new business to the finish line. This role will be expected to maintain a strong long-term relationship with the client base or prospects, and the account management team. The Account Manager will be an integral part of the new business development process, collaborating with VPG’s executive selling team, for high level targeted clients. Willingness to learn new techniques is a must and the ability to learn from others in your environment is the key to success in this role.

This position is an Enterprise Account Selling and you would work with and sell to key decision makers within retail corporate headquarters, fixture companies, distributors, and consumer electronics manufacturers. The Account Manager - Business Development will have a list of targeted accounts throughout the USA. This role will define their own territories as they grow based on success with targeted accounts.

#### Duties and Responsibilities

The following are duties and responsibilities for the position. Other duties or functions may be performed as assigned.

- Adopt to VPG sales processes.
- Effectively interfaces internally with members of the Engineering and Operations teams in order to communicate the scope of details related to a potential project.
- Focus, build, and maintain data for new business growth and Key Contacts in CRM.
- Daily prospecting new clients, via phone/email, and identify qualified opportunities.
- Conducts daily research locating potential prospects and identify industry trends by using resources through the internet, trade organizations and publications, associations and other reliable means of identifying prospective customers.
- Work closely with newly established clients to execute required support team and account manager, for ongoing daily support

- Develops knowledge of VPG products and services and extends that knowledge to appropriately configure a system based on the stated needs of the customer or prospect.
- Schedules and conducts on-site and remote sales presentations to existing and prospective clients.
- Executes presentations using various approved VPG marketing formats, and with strong presentation skills.
- Prepares all quotes, forecasting, reports, etc. in compliance with stated operating procedures.
- Maintains market awareness as it applies to the key sectors served by VPG.
- Mentor new team members on the sales department process and procedures.
- Collaborate with sales team on revenue growth through existing customer meetings and presentations for high potential prospects.
- Work in the office during business hours and be available to other teams during that time for efficient execution of projects.

**Knowledge and Technical Skill Requirements**

To perform this job successfully, an individual should have the following knowledge and skills:

- Highly organized and efficient; capable of working in a fast paced environment and demonstrates a track record of success in outside sales.
- Proficiency in CRM, and various MS Office programs required (Word, Excel, Power Point)
- Awareness of market trends and product development, through resources and networking.
- Exceptional interpersonal skills allowing for clear, concise written and verbal communication with internal and external audiences.

**Education and/or Experience**

Bachelor’s degree from a four-year college or university preferred; or four years related experience and/or training; or equivalent combination of education and experience.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position may require extended periods of standing, sitting, as well as some repetitive movements and repetitive lifting of minimal weight. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Work Environment**

The work environment has a normal level of production sound and occasional high levels of sound. Production area is not aggressively climate controlled. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Travel**

Travel requirement will be 20% - 50%, within the United States to existing and prospect customers, and various trade shows.

**Supervisory Responsibilities**

This position does not have supervisory responsibilities.

*Vanguard Protex Global is a drug-free workplace.*

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Employee Name

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Employee Signature

\_\_\_\_\_  
Date