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## **National Account Executive for School Signage – Outside sales for Indiana - Inside Sales nationwide**

Descon is an established company that designs, develops, manufactures, and sells a variety of artwork signage and graphic solutions for interior spaces. We serve mostly schools and help them create branded and themed spaces for their school atmosphere. We are seeking a self-starter that has a desire to grow business-to-business sales within our target group of school customers nationwide.

### **National Business Development Role**

Within our school customers there are three markets that we focus upon: food service, school principals, and athletic directors. We currently have sales staff focused on the food service and athletics markets; this position will focus on the school principal market. Descon has had a reliable book of business with this market for longer than a decade. We are looking to grow our business in this market through dedicated sales and marketing efforts because current sales staff have emphasized their core markets.

The primary task of this position is to manage the sales process of our existing business while also growing that business to new school principal customers. This position is a hybrid type of sales role located in our office and production facility. There will be outside sales opportunities via on site design consultations at schools located within Indiana, and possibly surrounding states. Further, there will be inside sales opportunities via marketing and processing orders from schools nationwide.

Our products have a large amount of customization so our customers expect us to help them determine what type of solution would provide the best appearance for their space. Therefore an interest in interior atmospheres and artwork is a plus, along with comfort in visualizing spaces. Experience with a highly customized product is preferred. Comfort with project management is needed as there is regular interaction with other functions of our company, specifically the artwork design and the production departments.

Descon primarily reaches its customers through email marketing, tradeshow, and occasional phone calls. Opportunities for growth exist with in-person sales calls and design consultations to prospective clients within Indiana, enhanced marketing to schools nationwide, and outreach to local non-school clients. This is a consultative type of sales position, not just selling a product.

### **PRIMARY REQUIREMENTS & PREFERENCES**

- Associate Degree (Bachelor Degree preferred) in Business or Marketing, 5 years sales and marketing experience desired.
- Excellent communication skills (written, verbal, and listening) required. Experience with phone based sales is a plus.
- In state travel (mileage reimbursed) is expected, out of state road travel is possible, national travel maybe 4 times per year.
- Marketing technology experience including web, e-campaigns, and social media is a plus.
- Ideal candidate is a self-starter with enthusiasm to talk with customers and is able to manage many tasks and projects with minimal direction. A high level of professionalism with customer interactions and internal communications is expected.

### **ESSENTIAL FUNCTIONS & DUTIES**

- Develop a high level of knowledge about our product portfolio, including the applications, features, and benefits of the product, along with understanding how the products are manufactured, shipped, and installed so as to properly advise the customer on which products would be the best solution for their needs.
- Manage incoming customer inquiries including explaining Descon product offerings / features / value proposition, helping customers determine the best solution for their needs. Overall goal is to develop and grow relationships with customers.
- Process incoming product orders via phone, web, e-mail. This includes creating quotes, evaluating the solution, communicating artwork needs to design department, following up with customers, etc.
- Provide potential clients with in-person site design consultations for customized displays. This includes advising customer on which product types to select, where to locate products, how products can be customized to fit their needs, etc. Must gather additional information to assist internal staff on the design, construction, and installation of these custom solutions.
- Execute marketing efforts, currently mostly email campaigns, on a regular basis to keep our name in front of customers. This includes leading on creation, planning, and implementation of marketing initiatives within your markets.
- Develop knowledge of and provide feedback on customer and market trends to assist on new product development.

Position located in Brownsburg with most work conducted in person. Total compensation dependent upon experience, the position is a base salary plus commission structure, position includes medical/vision/life insurance, paid vacation and holidays, IRA match.

Interested applicants should send a resume and cover letter to Michael Young at: [hiring@desconinc.com](mailto:hiring@desconinc.com)