

Natalie M. Cozzati
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nmcdesignSTUDIO™

brand identity & graphic design

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JOB TITLE + ROLE

Account + Sales Representative: Prospect and secure NMC Design Studio's clients for their business's brand identity and graphic design needs. Focus on acquiring new clients

RESPONSIBILITIES

- Represent NMC Design Studio and present its services to the businesses in an honorable manner
- Reach out to businesses according to the customized marketing plan
- Find out who controls the creative budget in target organizations and contact them
- Understand the needs of each client
- Explain the benefits of improving their business's brand identity and design collateral with NMC Design Studio
- Obtain the businesses as clients and report them to Natalie M. Cozzati
- Develop and maintain relationships with clients via phone, email and in-person
- Ensure high levels of customer satisfaction through excellent sales service
- Brief Natalie M. Cozzati to assist in development of proposals based on clients' business/design needs
- Offer proposals/prices, overcome obstacles and negotiate
- Close deals and record the details
- Meet on a twice a week basis with Natalie M. Cozzati to discuss performance and results
- Research competitors

IDEAL EXPECTATIONS

- Apply the sales strategy and marketing plan successfully
- Reach out and obtain at least five client businesses a week
- Analyze failures and work to improve them with Natalie M. Cozzati
- Follow a goal-oriented plan that will be set up with Natalie M. Cozzati
- Retain client loyalty

REQUIREMENTS

Education: High School Diploma or higher

Experience: At least one year of sales experience, creative agency or graphic design knowledge a plus

SKILLS AND ABILITIES

- Understanding of NMC Design Studio creative services, contracts and billing policies
- Passion for art, design, culture, creativity + business
- Self-motivation is essential
- Effective communication skills are a must (tech: mobile apps, text, email / verbal: phone and in-person)
- The ability to build relationships with customers
- The ability to work independently with minimum supervision
- The ability to manage time efficiently
- The ability to track all meetings with clients, record details and relay essential information
- Basic knowledge with computers, ipads, and other electronic devices
- Persuasive ability
- Confident, professional and personable
- Diplomacy and patience
- The ability to work under pressure and meet targets
- Be good with numbers

COMPENSATION

Commission + scaled incentives