

# NATIONAL ACCOUNT MANAGER – WEST COAST

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The National Account Manager is responsible for meeting and exceeding revenue and profit goals for their region. The National Account Manager is responsible for selling InVue products and solutions into all market sectors. The National Account Manager will increase InVue's market share in their designated territory focusing on the assigned retail accounts as defined by the annual business plan while representing InVue in a professional and courteous manner.

## ***RESPONSIBILITIES:***

- Achieve sales goals as established by the strategic plan
- Achieve gross profit margins as established by the strategic plan
- Execute corporate initiatives as directed
- Develop and expand the sales region in top line revenues, product usages by account, and while adding new customers on a quarterly basis.
- Continually refine business plan as required by market conditions
- Have a minimum of three test installations running simultaneously
- Grow existing customer base with new and existing products
- Provide market feedback on accounts, markets, competition, training needs and product issues / needs
- Provide monthly forecasting on customer product needs
- Provide weekly, monthly, and quarterly reports on activities and strategies
- Provide assistance with accounts receivable – working with customer service
- Attend designated trade shows
- Attend quarterly sales meetings with updated business plans
- Spend 60% of their time in front of customers and prospects
- Keep InVue's CRM customer database updated and accurate on all assigned accounts.

## ***EDUCATION AND EXPERIENCE:***

- 4 year college degree
- 3-4 years sales experience preferably in the retail marketplace
- Experience managing a multi-state territory
- Experience in developing a plan and executing the growth initiative for a multi-state region
- Excellent communication and presentation skills
- Excellent time-management skills
- Drive, energy, enthusiasm and a strong work ethic
- Ability to successfully prospect and generate sales
- Superb relationship building skills
- Computer skills to include Microsoft Office Suite