



# FLORAL EXPRESS

## WHOLESALE

GUARANTEED FIELD FRESH

### **Sales Development/ Account Manager**

The Floral Express Inc. is a wholesale fresh floral distributor that is dedicated to providing the floral industry with the finest selection of floral products at the highest quality, while maintaining competitive prices. We strive to be a leader in innovative floral trends as we continuously search the globe for new import products and offerings. Our pledge is to establish a lifelong relationship with our customers gaining their trust with exceptional merchandise and friendly, efficient service.

The Floral Express continues to grow and requires a Sales Development/ Account manager to service an existing customer base in addition to prospecting, acquiring, expanding and maintaining floral sales accounts. This role will involve increasing company revenue by generating sales from new and existing customers. The Account Manager will also work with the sales team to raise awareness of company offerings and initiate new business ventures in order to increase market share and meet fiscal goals.

At The Floral Express, our goal is to provide our employees with an enjoyable workplace environment while fulfilling their career and financial aspirations in line with their responsibilities and contribution to the Company's success.

#### **Duties and Responsibilities**

- Research and contact prospective customers
- Create and develop material for sales meetings, sales calls, tradeshow and social media campaigns.
- Ability to communicate verbally and written all essential details to Sales and Marketing Director in association to accounts.
- Contact all assigned clients by phone or email to obtain weekly orders.
- Suggest specific items based on seasonality, customer requests and specials.
- Offer clients additional product in an attempt to bolster sales.
- Increase customer sales company targets.
- Offer and encourage reoccurring ordering to secure pricing and ease for our clients.
- Enter all sales order with accuracy and speed
- Document sales orders for extended dates such as weddings and special events.
- Promote product opportunities that will be available into the near future.
- Offer holiday pre books when relevant.
- Observe customers buying habits and behavior in order better meet their needs.
- Create relationships with customers both on a business and personal level.
- Correspond with customers quickly when product is not available or quality is suspect while offering solutions.
- Demonstrate confidence and integrity in order to build a "trust" relationship.

## Qualifications

- Passion for delivering exemplary customer service.
- Ability to establish engaging relationships with customers.
- Ability to listen and recognize needs of clients and leverage this insight to provide new solutions that will increase sales for The Floral Express.
- Strong organizational skills and detail oriented.
- Punctual quality penmanship and willingness to correct mistakes quickly.
- Excellent verbal and written communication skills.
- Broad knowledge of flower names and origin. Eagerness to gain further knowledge of all current and future products to better meet customer needs.
- Very good working knowledge in word, excel, email and web functions.
- Team driven but able to work independently.
- Punctual, quality penmanship and willingness to correct mistakes quickly.
- Valid G driver's license.
- Personality traits- cheerful, friendly, helpful, enthusiastic, confident.

The Floral Express offers competitive salary packages, an incredible work environment, and career advancement opportunities. Training (initial and ongoing) in all functions is practiced where we believe that knowledge and willingness to advance are key factors to success for our entire team.

Qualified applicants should contact The Floral Express at:

[suzy@floralexpress.ca](mailto:suzy@floralexpress.ca) or fax resume to 519 424 3462