B2B Account Development - Existing Customers

Greenville, NC · Full-time

B2B Account Development - Existing Customers
Location: ~20 minutes east of Greenville, NC
Base Salary & Bonus Opportunities
Benefits: Medical, 401k w/match, Vacation, PTO, Holidays
Job Type: Full-Time, 40 hours/week
Travel: ~1 trip/month
Start Date: ASAP
Sponsorship: Not Available

B2B Account Development Description

Our client in the manufacturing industry is seeking a sales-driven professional to join their team in Washington, NC, in a newly created B2B Account Development role. An approved vendor for many Fortune 500 companies, our client has built an impressive national customer base through predominantly organic and inbound sales. With significant untapped growth potential, you will proactively engage existing customers, analyze purchasing trends, introduce customers to additional product offerings, reengage dormant accounts, and develop relationships across new divisions and sales channels. This is an exciting opportunity for a relationship-driven sales professional who enjoys growing existing business rather than building a book of business from scratch. Working directly with the President, you will have the opportunity to shape the company's proactive sales efforts and make a meaningful impact on its next phase of growth.

B2B Account Development Responsibilities

- Proactively engage existing customers to identify opportunities for account growth
- Analyze customer purchasing history to identify untapped sales and cross-selling opportunities
- Reengage dormant accounts to generate renewed business
- Expand relationships across customer divisions, product lines, and retail channels
- Strengthen relationships with sales, marketing, merchandising, and purchasing decision-makers
- Develop and deliver product presentations and recommendations based on customer needs
- Prepare sales quotations, product information, and proposals
- Conduct proactive customer outreach through phone calls, emails, virtual meetings, and occasional customer visits
- Collaborate with internal design and manufacturing teams to develop customer solutions
- Gather customer feedback and communicate product improvement opportunities to manufacturing teams
- Ensure customer satisfaction and identify opportunities for repeat business
- Pursue select new business opportunities through targeted outreach
- Maintain an organized sales pipeline and track account development activities

B2B Account Development Qualifications

- Bachelor’s Degree required
- 4+ years B2B sales experience required
- Manufacturing, wholesale distribution, or retail merchandising experience required
- Experience preparing sales quotations required
- Excel proficiency required

Apply: https://twonice.hire.trakstar.com/jobs/fk0zad1/?apply=true

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