



Position Title	Outside Sales Representative – Industrial and Perforated	Eff. Date	5-1-2025
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EE Type	Salary	FLSA	Exempt
Location	Corporate	Department	Sales – Industrial and Perf
Reports to	National Sales Manager	Dotted Line Report	

Position Summary

Maintains and maximizes participation with existing accounts while growing the territory by adding new accounts with an emphasis on OEM/End Users. Develops business relationships with customers, buyers, and purchasing agents. Effectively utilizes our CRM to maintain a strong opportunity pipeline. Responsible for selling AMICO products through designated territories and physical visits to customer sites. Focus on existing account market share retention and growth and actively prospects for new OEM/End User opportunities. Maintains a professional image of the Company. Drive YOY volume growth. Integrity, passion, and in-person skills are essential for this role.

Primary Accountabilities (Essential duties:)

- Drive account retention and achieve profitable sales growth, with a strong focus on expanding business within OEM and End User markets.
- Engage with customers through in-person visits and virtual meetings to maintain relationships and identify new opportunities.
- Deliver professional product presentations and demonstrations tailored to customer needs during site visits.
- Stay informed of competitor activities, strengths, weaknesses, opportunities, and threats (SWOT), and use this intelligence to secure business and enhance competitive advantage.
- Clearly communicate product and service features and benefits, prepare quotations, discuss credit terms, and generate sales order forms and related documentation.
- Proactively identify, develop, and secure new customer accounts to increase revenue through trade show participation, strategic prospecting, and cold-calling when necessary.
- Ensure seamless handoff of qualified leads to Inside Sales Account Managers with detailed information, including calls-to-action, contact data, and lead sources.
- Consistently represent the company with professionalism, tact, diplomacy, and sensitivity in all customer and partner interactions.
- Actively pursue and develop tangential sales opportunities that align with business growth objectives.
- Strategically manage call schedules to effectively and efficiently cover the assigned sales territory.
- Maintain accurate records of sales activities, include call reports, expense forms, billing invoices, and utilize CRM tools (i.e. Pipedrive) to document customer interactions and pipeline progress.
- Develop and maintain a strong technical understanding of the company's products, their applications, and customer use cases.
- Stay current on company product offerings, industry trends, and competitor developments to support consultative selling.
- Perform other responsibilities and tasks as assigned by the National Sales Manager in support of company goals.

Secondary Accountabilities

In addition to the primary accountabilities listed above, individuals may perform other duties as assigned.

Supervisory Responsibilities

This position has no supervisory responsibilities.



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Position Qualifications

To perform this job successfully, an individual must be able to perform each primary accountability satisfactorily. Demonstrable record of driving profitable growth. The requirements listed below are representative of the knowledge, skill, and/or ability required. Additionally, the physical demands and the work environment typically encountered are listed below. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential duties.

Education / Experience (an equivalent combination of education and experience required to successfully complete the primary accountabilities is indicated below)

Degree: Bachelor's Degree

Years and Type of Experience: Minimum 5 years related experience

An equivalent combination of education and experience may be considered, with preference given to previous sales experience.

Competencies / Technical Skills

Core Competencies: Analytical; Problem Solver; Managing Performance; Building Collaborative Relationships; Customer Orientation; Result Orientation; Business Acumen

Organizational Competencies: Initiative; Influencing Others; Detail Orientation; Excellent Communication Skills;

Technical Skills: Microsoft Applications; expertise in Excel, Windows, and PowerPoint.

Licenses / Certifications

None

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit, talk and listen. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

Work Conditions

Environment: Office/Outside Conditions

Travel: Up to 70%

The work environment described here are representative of those employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.



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Employee Acknowledgement

I have read and understand all of the above. I have reviewed the accountabilities for which I am responsible, as well as the minimum requirements of this position with my supervisor or Human Resources. I understand that this document does not create an employment contract and that I am employed on an “at will” basis. In addition, I understand that it is my responsibility to regularly review (at least annually) the Accountabilities and Qualifications listed above as they will be utilized, in conjunction with other information, in the determination of salary grades, setting performance objectives, establishing training and development needs as well as other Human Resource activities.

Employee _____ Date _____

Supervisor _____ Date _____