



# National Sales Representative

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**Location:** Clifton

**Department:** Sales

**Reports to:** Sales Manager

## Overview

Warm Thoughts is the leading marketing agency serving the residential energy industry, and we've been growing. In fact, over the last 4 years, we've grown by almost 50%! The national sales representative is central to the continued success, growth and development of Warm Thoughts Communications.

As the brand ambassador and public face in the residential energy markets, you will be in the driver's seat networking with leading energy companies, building relationships, expanding our national footprint and closing new business.

If you're a "solutions" person who likes to connect the dots to help companies grow their business and enjoys impacting on your clients' success, thrives with autonomy but still likes being a part of a supportive team, and who really gets juiced about closing new business, then this opportunity could be exactly what you're looking for.

## Responsibilities

- Sell Warm Thoughts core products and services (websites, online marketing, direct mail, newsletters, marketing consulting, brand development, etc.), targeting residential energy companies that comprise the top 15% of the market. Bring on new clients, sell to existing clients and open up new geographic markets.
- Follow up on leads generated by Warm Thoughts marketing efforts.
- Generate your own leads and cultivate your own prospects from trade shows, association meetings, phone outreach and in-person meetings.
- Understand the dynamics of our target markets, in order to recommend and sell the best marketing and communication solutions to meet their needs.
- Network with owners and leaders of medium-sized (principally family-owned) businesses around the country at energy industry association meetings, outings and industry events, to build deep relationships that can be cultivated for future sales opportunity.

- Manage sales expenses and time to realize full individual potential and maximum efficiency.
- Work effectively with Warm Thoughts account management team and creative staff to ensure execution of sold projects.

## **Qualifications**

- 3+ years of proven sales experience required.
- Proven experience in B-to-B sales, with a focus on selling to C-level employees.
- Strong desire for, and proven track record of closing business, preferably with experience selling both traditional and digital marketing services.
- Energy industry sales experience a plus.
- Proven networker.
- Superior interpersonal capabilities.
- Excellent communication skills, both oral and written.
- Bachelor's degree (B.A. or B.S.) from a four-year college, university
- Ability to travel 40-50% of the time a must.
- Must live within 1 hour of a major airport.

*Warm Thoughts Communications is an equal opportunity employer.*