

Design Sales Representative Career Opportunity

Job Posting No.: 201202-110
304—1228 Hamilton Street, Vancouver, BC

16 February 2012



APPLY TO:
Danielle Bauer
Communications Director
dbauer@cygnusgroup.ca



Design Sales Representative

About Cygnus

Founded in 1979 and employing 60+ people in 4 offices throughout Canada, Cygnus is an innovative, inter-disciplinary firm specializing in wayfinding, environmental graphic design, and signage. We create solutions that help people understand and enjoy the places they visit.

www.cygnusgroup.ca

Summary

We are seeking an experienced, highly motivated, and (B2B) client-focused individual to support the Vancouver Cygnus Studio in the capacity of developing and nurturing new business relationships and converting relationships to major projects.

The successful candidate will have a minimum of five years related experience, with a previous, successful sales record. S/he will be an extremely organized individual with superb work ethic, exceptional verbal, written, and presentation/people skills and has an accountable, results-oriented mind-set.

S/he will drive efforts to find, create, track and pursue new business opportunities, convert opportunities into new contracts, and report on activity and revenue.

We are seeking an exceptional and dynamic individual with an entrepreneurial spirit to join our studio team. The successful candidate will be someone who takes pride in all aspects of his/her role, is very approachable, cooperative, professional and has excellent computer skills.

Skills

- Exceptional verbal, written and presentation skills;
- Excellent sales and negotiating skills/experience;
- Desktop publishing (InDesign, PowerPoint/Keynote);
- Excellent computer skills (Mac experience an asset);
- Understanding of the design process.

Attributes

- Innovative/proressive;
- Passionate about art/design;
- Highly organized;
- Takes the initiative;
- Highly motivated self starter;
- Ability to work under pressure, meeting tight deadlines;
- Entrepreneurial spirit;
- Professional;
- Exceptional work ethic.

JOB DETAILS

Location: Vancouver (Yaletown)

Duration: Permanent / Full Time

Salary: Base plus performance bonus.

Benefits: Health & Dental

Probation: 3 months

APPLICATION INSTRUCTIONS

Direct applications to the attention of:

Ms. Danielle Bauer

Communications Director

Cygnus Group

Deliver by email:

dbauer@cygnusgroup.ca

Please include ALL of the following:

- Indicate which job (number and location) you are applying for;
- Cover letter
- Resume
- Professional References

Design Sales Representative

Responsibilities

Responsibilities will include (but not be limited to) converting prospective clients into new contracts through relationship-building sales activities and marketing implementation.

i.e.: lead intelligence gathering/analysis,/capture, prospecting, verbal & written communication, meetings, proposal writing, presentations, etc.

FIND + MANAGE OPPORTUNITIES

- Create new business opportunities through the building and nurturing of relationships;
- Seek out and recognize new opportunities in the region;
- Daily management of lead generation services and other project info resources;
- Regular scheduled follow up with past clients.
- Opportunity tracking/management through CRM software;

NEW BUSINESS PURSUIT

- Formulate project pursuit approach/strategy;
- Leverage personnel, marketing resources, existing client relationships, professional network, etc. in the development and pursuit of new business opportunities;
- Prepare responses to new business opportunities including letters, proposals, presentations, meetings, etc;
- Implement and follow up on targeted marketing campaigns;
- Collaborate with management team, developing strategies to optimize new business acquisition in the region;

CONVERSION

- Meetings and client negotiation to develop opportunities into new business.
- Responsible for closing/converting opportunities into new contracts/revenue.

REPORTING & PERFORMANCE METRICS

- progress reports detailing pursuit activities including: priority projects, project status changes, introductions/letters/cards and proposals sent, meetings held, presentations given, and pipeline outlook.
- won/lost opportunities;
- monthly new contract values;

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Career Forecast & Candidate Profile

This job posting should be viewed as a long term career opportunity. We expect that within five years the successful candidate's roll will evolve into the Business Development Manager for the Western Canada Region.

The long-range outlook for this role is one that will be both professionally and personally rewarding with an attractive compensation package. As a well-respected and credible design sales/business development professional, the successful candidate will develop a high-level network within the Vancouver design and architectural community.

The successful candidate will strongly identify with all of the following:

- Is an innovative/progressive thinker;
- Has a passion for the design business;
- Has an entrepreneurial spirit;
- Has an open mind and enjoys having ideas challenged;
- Is an influencer;
- Has the ability to inspire others;
- Leads by example;
- Has a high-level professional network;

Application Instructions

Direct applications to the attention of:

Ms. Danielle Bauer

dbauer@cygnusgroup.ca

Please include ALL of the following:

- Clearly indicate the job number and city of the position you are applying for;
- Cover letter;
- Resume;
- Professional References.

OUR VALUES

We believe that success relies on how we work with our clients and with each other. While business results are important, the values and ethics we embrace to achieve them are equally important to who we are as a company.

- People First
 - The Environment
 - Innovation
 - Transparency
 - Integrity
 - Leadership
-



DESIGN. FORWARD.