



enesco.

## JOB DESCRIPTION

Job Title: Lead Generation Account Executive

Department: Trade Marketing

Reports to: Director of Trade Marketing

Revision Date: 2009

Definition of Enesco's business:

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia and Asia. The company's product lines include some of the world's most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, Gund®, Boyds®, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, Bilston & Battersea Enamels®, and Lilliput Lane®, among others. Further information is available on the company's Web site at [www.enesco.com](http://www.enesco.com).

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Position Summary:

This position is responsible for the generation of new sales opportunities using telephone, fax, or email for a specified territory. Activities include: new account development, promotion of specific sales programs, attainment of sales goals, qualify customer leads by telephone fax, and email in an effort to gain an appointment and deliver the leads to the appropriate field sales representative. Also responsible to provide support to make sure each account is properly set up and ready to ship once the leads are transferred to the field sales representative.

Essential Functions/Major Responsibilities:

1. Responsible for prospecting and opening new business for assigned territory and meeting sales targets established by the company.
2. Will qualify opportunities by understanding customer needs, budgets, decision-making, layout of store, and competitive product via a consultative sales methodology.
3. Overcome competitive sales objections/position product against competition and customer needs.
4. Provide email blasts, PDF's faxes and mailings to demonstrate product and support the customer with their buying decisions with limited to no administrative support.
5. Partner with counterparts in field sales to ensure leads are closed and first order is shipped.
6. Follow through with sales materials to ensure timely closing of the sales opportunity such that all required paperwork is processed to effectuate a sale.

7. Provide weekly, monthly and quarterly reports that track progress to plan.
8. Ability to obtain leads through the internet or other list generating opportunities that matches the current and future retailer base.

Experience, Competencies, and Education:

1. College Degree in related field
2. 2-5 years experience in a sales organization with at least one year of high volume outbound sales experience
3. Ability to work in a goal oriented environment under pressure
4. Ability to adapt communication style to the targeted audience
5. Strong interpersonal, verbal and communication skills a must
6. Experience working with multiple products and services
7. Confident and polished phone prospecting skills required
8. Outstanding skill in the use of Word, Excel, and various email programs.

Physical Demands & Work Environment:

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.

- Light physical effort equal to frequent lifting or moving of lightweight materials.
- Regularly required to sit or stand, bend and reach.

Qualified candidates may apply via email to [resume@enesco.com](mailto:resume@enesco.com).