



Expanding the National Accounts Sales Team in the Textile Market

Deal-maker
Competitive
Team player
Connector

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Prepared for



Hiring criteria

- Strong knowledge of the different textile applications for printing and/or finishing
- Working knowledge / understanding of textile design and the producing process, workflows & RIP solutions
- Fashion, upholstery , garment print/embellishing, soft signage, and industrial applications
- Sales & Business Experience in managing dealer channels. Access to existing dealers in the relevant market
- Experienced in Capital Equipment Sales in the Textile market
- Experience in developing new markets and developing new channels/relationships. Strong presentation & communication skills
- Proven track record of quota achievement / exceeding sales & margin expectations



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My Match With Position Requirements

Strong knowledge of the different textile applications for printing and/or finishing

- Able to help dealers identify new opportunities through probing and asking the proper questions on end user calls
- Ability to recognize the challenges and pain points associated a wide variety of textile printing applications
- Very good understanding of conventional textile screen printing, Dye-sublimation, and digital print processes

Working knowledge / understanding of textile design and the producing process, workflows & RIP solutions

- Good understanding of the design process for both digital and conventional printing workflows
- Know the importance of accurate pattern design and cutting to the overall production process
- Ability to translate how added efficiencies add to productivity and increase profitability



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My Match With Position Requirements

Fashion, upholstery , garment print/embellishing, soft signage, and industrial applications

- Successfully sold systems into multiple applications including garment printing, fashion & upholstery
- Excellent working knowledge of soft signage and industrial applications
- Ability to enunciate value proposition to a wide variety of potential applications

Sales & Business Experience in managing dealer channels. Access to existing dealers in the relevant market

- Experience selling with and through graphic arts equipment dealers
- Ability to identify good fits for adding new dealers and to cultivate and nurture new dealer relationships
- Good understanding of what motivates dealers through personal experience of owning and managing my own distribution company



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My Match With Position Requirements

Experienced in Capital Equipment Sales in the Textile market

- Extensive sales experience in sales of both garment and textile digital printing systems. Led in global sales results
- Defined North American target market and pioneered sales of new high-end system
- Exposure and working knowledge of high-end flatbed cutting devices

Experience in developing new markets and developing new channels/relationships. Strong presentation & communication skills

- Introduced new direct to textile printing system for Digital to the North America market
- Experienced in pioneering efforts of selling new technology and an unknown brand
- Cultivated good references by being responsive and insuring proper support was provided to new installations



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My Match With Position Requirements

Proven track record of quota achievement / exceeding sales & margin expectations

- Led global sales results for Allegro system despite lack of brand recognition and track record
- Held firm to contract pricing despite competitive pressures
- Able to create sales opportunities despite lack of marketing exposure



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Additional Expertise

- Ability to help identify what primary values are important to the dealers and customers
- Ability to cultivate strong partner relationships - I have a keen understanding of what drives dealers
- Think and act strategically. Where are our best odds of success? Place focus on where we can most easily win
- Understand how to position product properly and sell to it's unique strengths
- Authored several business development plans, sized market for product sets, established sales goals and estimated return on investment
- Established my own LLC to sell and perform cost containment projects, and strengthen my entrepreneurial skills
- Performed cost containment projects as a consultant within the corporate structure of Kaiser, Aetna, Coventry, and United Healthcare



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Notable Accomplishments

- Landed first unit sales for Kornit Allegro in North America and produced \$4.4M in sales the first 18 months
- As a regional sales director, expanded sales from \$500k to \$16M in less than 5 years
- Led specialty wide format print supplier to double sales in 2 years
- Turned around under-performing region and increased sales from \$250K to over \$8M in 3 years
- Work with R&D and support on many occasions to address customer requirements, product attributes and compatibility issues
- Create and present training programs to motivate resellers and inspire sales
- Comfortable in delivering presentations to company's, regional events, trade shows and training sessions



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Personal Success Attributes

- Drive for continual improvement
- Always prepared
- Vast Technical and Industry expertise. Enables me to provide consultative guidance
- Highly developed network of Ownership, C-level and shop floor contacts throughout the Graphic Communications Industry and the territory
- Diligence, attention to detail and a level of integrity without compromise
- Keep healthy by daily workouts, smart nutrition choices and a balanced approach to my work leading to very good energy level
- Not easily discouraged. Expect to hit snags, objections or barriers to overcome



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Action Plan: First 90 Days

- Clarify expectations
- Analyze competitor strengths and weaknesses
- Build pipeline of dealer candidates by geography and vertical market
- Create presentation to excite dealers about textile opportunities
- Establish financial targets for each dealer & overlay against my goal
- Reach out to known end users in my database & introduce to dealers
- Establish open forecasting process and end user prospect discussions



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Action Plan: Long Term

- Clarify expectations
- Analyze competitor strengths and weaknesses
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- Identify top accounts based on initial receptiveness and access
- Begin strategic cultivation of client relationships.
- Ensure marketing materials are up to date and ready for presentation
- Study each top account via electronic media and websites



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Qualifications Summary

- Very good understanding of conventional textile screen printing, Dye-sublimation, and digital print processes
- Successfully sold systems into multiple applications including garment printing, fashion & upholstery
- Excellent working knowledge of soft signage and industrial applications
- Ability to enunciate value proposition to a wide variety of potential applications
- Held firm to contract pricing despite competitive pressures
- Defined North American target market and pioneered sales of new high-end system
- Able to create sales opportunities despite lack of marketing exposure



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Closing Questions

- Does the company provide training so employees can maintain or acquire new skills?
- Is guidance or assistance available for individuals to develop a career path?
- Would you please comment on your style of management?
- Can I provide you with any other information to help you in the decision making process?
- What is the company's values relative to work/life balance?
- Do you see me as part of your team?



Q&A

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Spending time with family

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