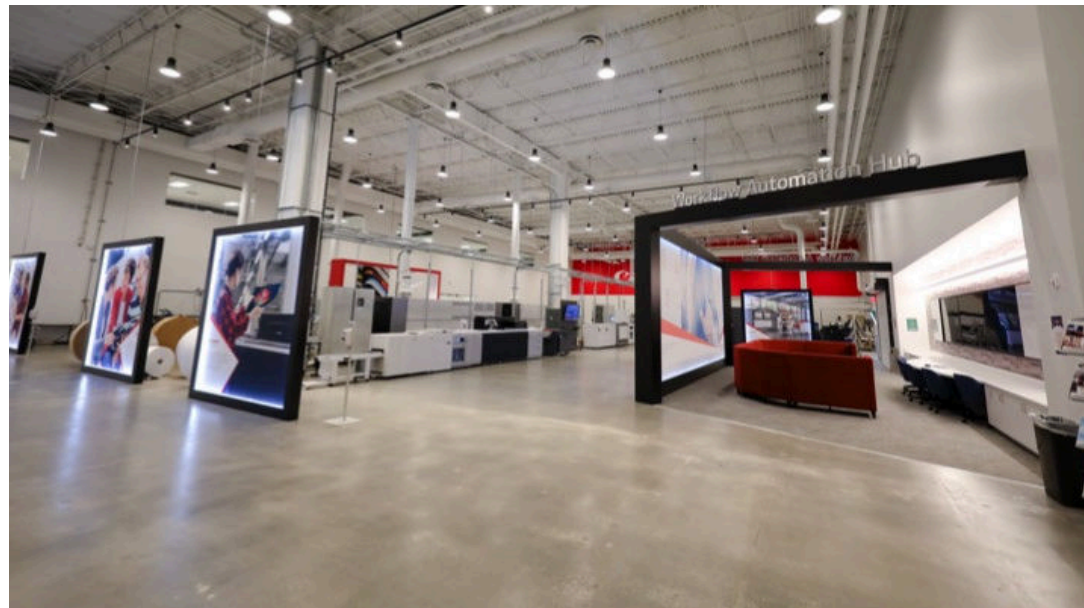


Expanding the National Accounts Sales Team in the Textile Market

Entrepreneurial | Competitive | Team player | Connector



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National Account Sales



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Prepared for





Hiring requirements

- 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





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



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



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



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



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



Notable Accomplishments

- Landed first unit sales for Kornit Allegro in North America and produced \$4.4M in sales the first 18 months
- Turned around under-performing region and increased sales from \$250K to over \$8M in 3 years
- Create and present training programs to motivate resellers and inspire sales
- 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
- Work with R&D and support on many occasions to address customer requirements, product attributes and compatibility issues
- Comfortable in delivering presentations to company's, regional events, trade shows and training sessions



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





Action Plan: First 90 Days

- Analyze competitor strengths and weaknesses
- 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



Action Plan: Long Term

- Clarify expectations
- Analyze competitor strengths and weaknesses
- Analyze competitor strengths and weaknesses
- 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



Qualifications Summary

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



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?





Spending time with family

