

National or Global Key Accounts Representative, Manager, Director

Key Accounts are typically very large multinational customers, very long term or of extreme strategic value. Often a large team works together to serve the customer at various locations (plants, labs, divisions HQ's) to maintain consistency, information control and a very high level of customer service. P&G is a great example of a global key account that requires an extensive level of service and an extremely well developed key accounts program.

National Sales Mgr/Dir of Sales/VP of Sales or Chief Sales Officer (CSO)

A National Sales Manager will typically oversee one sales force spread out across the country. A Director, VP or CSO might have two or three sales forces for different products, applications or divisions or a large global sales force.

District/Regional Sales Manager

Sometimes a large chemical company will have a local based Regional Sales Manager in the field located outside of corporate headquarters if they have more than 5 to 6 reps in that local region.

Local/Area or Branch Manager

Typically a branch manager is working for a chemical distributor. Another example is a water treatment or paper chemical sales organization with large numbers of sales people working out of branch offices.

National or Global Key Accounts Manager

Key Accounts are usually major accounts that represent a very large volume of potential sales or are an account that is very well recognized. Often they are major in potential and very well recognized and therefore have very demanding standards so they require a whole lot of hand holding and baby sitting. P & G is an example of what our clients call a key or global account. Often the most senior sales reps. in the company are promoted to these positions. Or a previous Sales Manager or Director will take on this position as one last train stop before retirement.

New Business Development Representative, Manager, Director

New business development is very entrepreneurial in nature. It takes a special breed of person to go out and knock on doors, conducting cold calls, market research, and competitive intelligence and then justify to the boss the need to change strategy, policy and tactics to satisfy these new customers. Rarely is a good NBD person a good key accounts manager and vice versa.

Sales -Applications/Engineer

Is very much the same as above – just much more focused on highly technical products where a very thorough understanding of the technology the products are going into is absolutely required. Has to be a chemist or chemical engineer at a minimum and often has advanced technical degrees.

Sales/Acc's Rep. (Local, Area, Regional, National, NAFTA or Global)

Sales is typically territorial focused. Most chemical manufacturers have a few local/area reps where there's a heavy concentration of customers and then a half dozen regional reps. spread out throughout the country. For smaller chemical companies, a couple of regional sales reps. or one national sales rep is the norm. A NAFTA or Global Sales Rep. is typically selling a very specialized product to a very specific customer and has a list of about 25 to 50 customers that he focuses on and they are spread across the Americas region, Europe, Asia or even Globally.

Inside Sales Rep.

Often very similar to a Customer Service Rep. except that the role is selling more to existing customers buyers and purchasing people than answering simple questions from the R & D people at the customers.

Customer Service Manager

Typically is managing a team of 4 to 6 Reps or Technicians and will often have other roles in R & D or administration at the same time.

Customer Service Technician/Chemist

Typically travels to customers and works closely with the sales people to help handle highly technical questions beyond the scope of the sales person. Will often act as a liaison between the customers R & D people and the Chemical Suppliers R & D people and answer technical questions.

Customer Service Representative

Typically is based in-house and answers the phones when customers have product supply and basic use questions.