



### **Industry Overview:**

Consumer products companies and chain retailers outsource much of their store level service work. Overhead reduction trends have led to consumer products companies eliminating their retail sales organizations and retailers to reduce staffing/manpower hours at retail. At the same time, the growth of new brands and the fragmentation of traditional media have increased the need to effectively merchandise and service consumer products at retail. Third party merchandising companies fill the gap by providing retail labor resources including product servicing, display building, fixture installations, and auditing, among other important services to ensure effective brand and product category sales presentation at retail.

### **Company Point of Difference**

Convergence Marketing has established itself as an innovator by supplying integrated merchandising solutions incorporating logistics, support center services and high quality retail manpower to both consumer products companies and retailers. Launched in 2001, with concept that there would be a need for a single point vertically integrated supplier, Convergence is one of the fastest growing companies in the merchandising services industry with an impressive Tier 1 consumer products client list including; Procter & Gamble, Sara Lee, Revlon, Philips, Maybelline, and Wrigley and retailer's; such as, Walgreen's, Duane Reade, AutoZone, Ahold USA and others.

Convergence is privately held and is implementing a significant growth strategy. The company is profitable, well capitalized and well positioned for growth both organically and through acquisition.

### **Current Opportunities**

- **Account Executive**
- **Call Center Manager**
- **Project Manager**



## Account Executive

*Convergence Marketing, a national retail merchandising firm, is looking for an experienced Sales Executive to expand its national retail merchandising services business by recruiting and developing qualified retail merchandisers and installers.*

### **Ideal Candidate:**

Is an individual who will bring an energetic entrepreneurial spirit to a growing company and possesses, not only a demonstrated success in sales and account management in the retail merchandising or related industry, and can provide expertise for strategic business development. This is the position for someone who thrives on achievement and enjoys working in a client focused growth oriented company.

Primary responsibility is to develop leads and sell Convergence services. This includes sales planning with Convergence Management team, getting appointments at targeted clients, making sales presentations, developing proposals, closing sales opportunities, interfacing with Convergence client services and field operations to fully meet the needs to the client.

### **Detail:**

<b>Location:</b>	National
<b>Position:</b>	Account Executive
<b>Career Level:</b>	Considering both Mid-Level or Senior-Level
<b>Compensation:</b>	Salary plus commission
<b>Experience required:</b>	Retail merchandising sales/account management or related experience

**Response:** Email or Fax Resume and Salary Requirements to:  
[cmiller@convergencemktg.com](mailto:cmiller@convergencemktg.com)  
443-688-5191 (FAX)

## Convergence Marketing *Account Executive* *Job Detail Description*

Account Executive is responsible for selling Convergence merchandising services to identified target client list. This includes new clients to Convergence and existing clients with growth potential. Convergence management team will assist with presentation development and key sales and client meetings.

- Develop new client business:
  - Aggressively seek contacts with consumer products manufacturers and retailers who purchase merchandising services
  - Network, cold call and use other sales tactics to get meetings with decisions makers
  - Utilize Convergence sales pitch to make capabilities presentations
  - Develop proposals with Convergence Management team
  - Provide sales/business forecasts
  - Close sales
  - Manage client business with Convergence client service department and field operations

- Develop existing business into strategic client
  - Manage existing client relationships
  - Develop and expand business within existing clients
  - Utilize existing client contacts/relationships to develop opportunities with other departments/areas within the client
  
- Executive Management
  - Participate with Mgmt Team in developing and implementing sales strategies
  - Provide ideas and innovation to develop total company
  - Ensure seamless interface with other departments within the organization
  - Participate in Trade Shows and Conferences



## Job Posting

### Job Title

Call Center manager

### Required Experience

We are a growing, fast paced, dynamic marketing company based between Baltimore and Annapolis, MD.

Viable candidates will have 5 – 10+ years of direct experience in managing an Inbound/Outbound Call Center.

- Must have directly managed 15 – 30+ call center operators.
- Must have excellent computer skills including high level knowledge and expert use of MS Excel and Call Center software.
- Must have excellent knowledge of best practices to create efficiencies and profit.
- Must have the proven ability to hire, train, manage and lead your team to success.
- Retail experience is a plus

### Timing

April 15, 2009

### Resume Submission

Please email your resume, your reference list, and the reasons why you are a great candidate for this job to:

Ms. Dawn Black

[dblack@convergencemktg.com](mailto:dblack@convergencemktg.com)

Please include "**Call Center Manager Candidate**" in the subject line of your email



## Job Posting

### Job Title

Project / Client Service Manager

### Required Experience:

We are a growing, fast paced, dynamic retail marketing company located between Baltimore and Annapolis, MD. Viable candidates for this position will have the following experience:

- excellent project management skills
- expert use of MS Excel
- exceptional attention to detail & timeliness
- ability to manage multiple programs at the same time
- top-notch client management expertise
- outstanding budget management abilities
- Stellar communication skills ... and a sense of humor!
- Retail experience is a plus

2 – 10+ years of experience in a related position is required (project management, sales, retail management, client services, etc.). Out-of-state candidates are encouraged to apply, but will need to relocate to Maryland if selected for this position.

Timing:            Goal: April 15, 2009

Please email your resume, your reference list, and the reasons why you would be a great candidate for this job to:

Ms. Dawn Black

[dblack@convergencemktg.com](mailto:dblack@convergencemktg.com)

Please include "**Project Manager Candidate**" in the subject line of your email.



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