

GPA HQ  
8701 West 47th St, STE A  
McCook, IL 60525

Tel 800.395.9000  
[www.gpa-innovates.com](http://www.gpa-innovates.com)

Employee:  
Position Title: Business Development Manager

Date Updated: April 2<sup>nd</sup>, 2025  
FLSA Job Status: Salaried, Exempt

Manager:  
Manager Title:  
Department: Sales

Hire Date:

### Primary Function:

- To communicate the value of GPA's products and services in a professional, persuasive, and entrepreneurial manner in an effort to aggressively grow GPA's revenue and market share in a profitable manner.
- Exhibit positive leadership in a manner consistent with the GPA Mission, Core Values and Annual Corporate Objectives.

### Primary Responsibilities:

- Achieving a mutually agreed upon sales plan, which includes MAF\$ growth, margin % growth, product line growth (PS, films & digital), active account growth & retention, new account generation and new product sales.
- Organizing a large client base into manageable geographic segments allowing for a strategic, efficient, and targeted process of territory management including system updates (notes, database, pricing etc.) and sales opportunity updates.
- Maximizing face-to-face and phone selling time to Initiate, Educate, Validate, Justify and Close current and prospective users of GPA's products and services while building significant relationships with C-level contacts and key decision makers.
- Undergo, comprehend and implement GPA's sales training initiatives including M3 Learning, PTP, sales application training, etc.
- Manage and document the Step of Sale progress for all new HP Indigo installs within the territory. Also targeting toner digital opportunities within the territory.
- Responding immediately to product claims and returns in an effort to enhance customer satisfaction while reducing the risk of GPA policy credits.
- Demonstrating a sense of urgency when responding to all email and voicemail messages, leveraging the help of customer support in this process.
- Conducting oneself in a manner consistent with the GPA Employee Handbook when relating with employees, customers and vendors.

### Secondary Responsibilities:

- Updating client database records on a timely basis in an effort to limit mistakes and maximize communication.
- Reviewing, disseminating, and acting upon all marketing initiatives (Special gift offers, internet leads, tradeshow leads, etc.) credit updates (A/R aging, D&B risk, request for credits, etc.) and sales reports (Trends, Monthly Product Summary, Monthly Account Profile, Low Margin Reports, etc.) with the appropriate employee, manager or customer according to agreed upon schedules or at a minimum, on a timely basis.
- Staying within outlined travel and expense parameters that are established on an annual basis.

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of all activities, duties, or responsibilities that are required of the employee. It is merely an outline and should be used as such. This document should also not be construed as an employment contract nor should it constitute a guarantee of continued employment. All employment with GPA is at will.

**GPA HQ**  
8701 West 47th St, STE A  
McCook, IL 60525

Tel 800.395.9000  
www.gpa-innovates.com

- Maintaining and keeping up to date on all changes in vendor and product offerings in the GPA Catalog to demonstrate our knowledge and expertise in the field of specialty products.
- Manage and maintain the appropriate local relationships with GPA partners, including HP and Xerox.
- Partake in customer inventory and consignment counts as part of our monthly or bi-monthly process.

**Position Requirements:**

- 5 years of sales experience required, servicing the print industry.
- College degree preferred, high-school diploma required.
- Highly effective organizational skills.
- Ability to work from a home office that facilitates execution of the responsibilities included in this job description, maximizing communication skills to leverage resources from afar.
- Ability to participate in Regional Trade Shows as required.
- Ability to travel overnight to remote sales markets as required.
- Ability to travel and actively participate in GPA Regional or National Sales Meetings as scheduled.
- Must possess a valid driver's license and dependable transportation.
- Must possess strong interpersonal skills, written and verbal communication skills, and strong presentation skills to all levels within an organization.
- Must be accessible to clients during non-business hours as they require.
- Must be able to work on territory organization, presentations, and strategic initiatives during non-business hours.
- Assist in the training, networking, and onboarding of new employees as needed.

Manager's Signature:

---

Employee's Signature:

---

Date:

---

Date:

---

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of all activities, duties, or responsibilities that are required of the employee. It is merely an outline and should be used as such. This document should also not be construed as an employment contract nor should it constitute a guarantee of continued employment. All employment with GPA is at will.