



Licensing Sales Associate

IMC Licensing seeks a Licensing Sales Associate to cultivate and qualify sales leads for the corporate brands we represent.

The Associate will:

- Have at least two years of B2B sales experience.
- Possess experience cultivating a large number of leads over the telephone to qualify potential partners.
- Have experience identifying and investigating appropriate points of contacts within organizations of varying size.
- Have used salesforce.com or other CRM software to track and maintain outbound and incoming activity.
- Have experience drafting and coordinating tailored mailings to potential partners.
- Use listening and questioning skills to gather insight and uncover other potential opportunities for partnership.
- Exhibit an achievement orientation and quest for knowledge that drives the desire to work leads, establish relationships, and impact revenue.
- Know how to sell an “intangible” like a service, trademark, or intellectual property.
- Demonstrate the ability to impact and influence others to action.
- Possess a passion for brands and the ability to communicate intelligently and professionally the power of a licensing proposition.

Compensation: Commensurate with experience. IMC offers competitive compensation and excellent benefits.

Contact: E-mail resume and cover letter outlining qualifications and compensation history and requirements to:

info@imclicensing.com

Resumes without a cover letter will not be considered.

ABOUT IMC

IMC Licensing is the nation’s leading licensing agency specializing in consumer product brands. IMC Licensing turns brands into great new consumer products that delight consumers and expand the long-term value of our clients’ iconic trademarks.

IMC Licensing represents Kraft Foods, Lenox, TABASCO and Wm. Wrigley Jr. Co. among others. For more information, please visit www.imclicensing.com.