



Packaging Specialist

South Florida

We are seeking a motivated and experienced Sales Representatives to join our team in Florida. This is a ground floor opportunity with a new location (Auburndale, FL), offering the chance to shape our regional operation and grow into a leadership role as the business expands. The role focuses on driving sales in the packaging and produce industries, building strong client relationships, expanding market share, and delivering tailored solutions. This is a remote position with collaboration across internal teams.

Key Responsibilities

Sales & Business Development

- Sales Prospecting: Identify and research potential customers through various channels, including online research, cold calling, attending industry events, and leveraging existing networks.
- Relationship Building: Develop and maintain strong relationships with existing and potential customers. Understand client needs, provide effective solutions, and act as a trusted advisor.
- Sales Presentations: Create and deliver customized product or service presentations, highlighting features, benefits, and value propositions tailored to specific customer needs and pain points. Participate in key industry events (e.g., IFPA & CPMA).
- Negotiation and Closing: Drive the sales process from initial contact to closing deals. Negotiate terms, pricing, and contracts to ensure mutually beneficial outcomes.
- Sales Pipeline Management: Maintain and update the sales pipeline by tracking leads, opportunities, and activities. Use Crawford systems or other sales tools to organize and prioritize tasks, follow-ups, and interactions.
- Market Research & Competitor Analysis: Stay current with industry trends, market conditions, and competitor activity. Leverage insights to identify new opportunities and develop strategies that differentiate Crawford Packaging.
- Sales Reporting: Prepare and present regular sales reports, including forecasts, activity tracking, and pipeline updates. Provide management with insights into sales performance, trends, and challenges.
- Other duties as assigned by Manager

Market Expansion & Strategy

- Support regional market strategies and provide insights on trends, customer needs, and opportunities.
- Contribute to branch development, including infrastructure and operational processes.

Qualifications

*Enhancing your
business performance.*



Crawford Packaging

- BA or equivalent advanced business/leadership education strongly preferred.
- Experience in the packaging or produce industry is required.
- Proven track record of success in B2B sales, with the ability to consistently meet or exceed targets.
- Strong understanding of packaging applications in fresh produce, food distribution, or related sectors.
- Entrepreneurial, self-starter mindset with the ability to thrive in a new-market environment.
- Excellent communication, presentation, and negotiation skills.
- Demonstrated leadership potential and career ambition to advance into management.
- Must be eligible to obtain and maintain a valid passport for international travel.
- Must be able to travel internationally without restrictions to meet clients and support business development initiatives.
- Bilingual English/Spanish skills considered an asset given the Florida and Latin American produce markets.