Acquisition Account Manager (Sales), Staples Promotional Products

Calgary, AB, Canada (Hybrid)

Job Description

While you may know Staples as the world's leading office supply company, *Staples Promotional Products – a division of Staples – is a national leader in the promotional products industry.* At Staples Promotional Products, we help customers build love for their brands with customized merchandise solutions. Whatever story they want to tell, connection they want to make, or goal they need to deliver, Staples Promo makes it easy to design promo experiences that create lasting impact. Join our winning team!

As an Acquisition Account Manager supporting SPP Canada, you will build a high-value new business pipeline and turn promising opportunities into lasting client partnerships. You will work with leading organizations across Canada to understand their goals and bring together branded merchandise, employee engagement kits, promotional programs, design, sourcing, fulfillment, and ecommerce solutions. This is an opportunity for a driven, consultative sales professional to own the full acquisition cycle, shape creative solutions, and make a visible impact on growth and profitability.

What you'll be doing:

- Build and manage the SPP Canada business development pipeline, with accountability for invoiced new business targets.
- Prospect, qualify, and win new accounts, with a focus on Canada's Fortune 500 companies and other strategic targets.
- Use a consultative approach to uncover customer needs and position full-service solutions across design, sourcing, fulfillment, and ecommerce.
- Own opportunities through the sales cycle, including proposal development, pricing strategy, negotiation, contracting, and close.
- Develop and deliver compelling pitches, proposals, merchandise concepts, program strategies, and stakeholder updates.
- Lead RFP responses independently or in partnership with Staples Canada, SPP Global, and headquarters teams.
- Ensure proposals reflect effective messaging, competitive pricing, and gross margin requirements.
- Partner with Sales, Marketing, Merchandising, Creative, Graphics, Account Services, and Sales Enablement to accelerate opportunities and maximize profitability.
- Coordinate a smooth transition and onboarding experience for newly acquired clients.
- Maintain accurate pipeline, sales activity, opportunity tracking, and revenue forecasts in Salesforce.

What you bring to the table:

- A proactive, acquisition-focused mindset and the resilience to thrive in a fast-paced, target-driven environment.
- Strong lead generation, prospecting, and client acquisition capabilities.
- A consultative selling style that uncovers business needs and translates them into relevant, multichannel solutions.

Classified as Corporate - External

- The ability to build credibility with corporate clients and stakeholders in Marketing, Human Resources, and Procurement.
- Clear, persuasive communication and presentation skills for pitches, proposals, and executive-level updates.
- Sound business judgment, strategic thinking, and negotiation skills, with attention to revenue and margin.
- Market awareness and curiosity to identify emerging trends, new verticals, and growth opportunities.
- A collaborative approach to working across design, merchandising, sourcing, sales enablement, and account management teams.
- Strong organization and time management across outreach, meetings, follow-ups, proposal work, and client onboarding.
- Ownership, adaptability, and follow-through from first contact through a successful client handoff.

What's needed- Basic Qualifications

- 5 or more years of experience in sales, business development, account acquisition, or customer service.
- Professional proficiency in English, written and verbal.
- Ability to work on-site at our Calgary location at least 2 days per week

What's needed - Preferred Qualifications:

- Bachelor's degree or college diploma in sales, marketing, business, or a related field; equivalent B2B sales experience will also be considered.
- Prior new business development experience includes prospecting, qualifying and managing sales pipeline.
- Experience selling promotional products, branded merchandise, corporate gifting, employee engagement kits, or custom product programs.
- Experience with Salesforce.

We Offer:

- Base salary plus incentive opportunity
- Inclusive culture with associate-led Business Resource Groups
- Vacation Allotment and Holiday Schedule
- Online and Retail Discounts, Company Match RRSP, Physical and Mental Health Wellness programs, and more!

APPLY NOW

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