



### **PDA Champion: Role & Responsibilities**

The PDA Champion is accountable for ensuring all key personnel in his/her Member organization know the purpose of and understand the value and value proposition of PDA. He/She provides the necessary support so that each Member organization represents and supports PDA effectively to customers and the marketplace. As the Single Point of Contact (SPOC) between his/her Member organization and PDA for all marketing, sales efforts and information exchange, he/she will lead / support his/her Member organization's efforts to win Multi Location Account business. The Champion provides PDA with suggestions to improve value to customers and Members.

#### **Responsibilities:**

- Train Sales, Service and Customer Support people on the purpose and value proposition of PDA
  - Ensure all Sales and CSRs are registered on the PDA Website
  - Ensure all complete and pass the Certified Packaging Consultant test
  - Provide PDA information and updates at regular sales meetings
  - Ensure Sales are aware of and understand incentives/rewards available from PDA
- As the SPOC, coordinate Member actions and responsibilities for Strategic Account opportunities
  - Drive your Member-owned opportunity with the PDA Strategic Accounts Coordinator
- Regularly communicate one to one MLA's to PDA HQ
- Incorporate PDA "influence" into Member strategic planning efforts annually
- Suggest new ideas to continually improve PDA's value to customers and Members
- Plan/coordinate a PDA Day
- Participate in Champions meetings, calls, webinars, PDA Meetings
- Ensure two-way communications between Member organization and PDA
- Act as subject matter experts to help PDA improve its marketing and sales processes as necessary
  - Including social media member following
- Promote the purchasing from the PDA supplier network
- Communicating success stories to the PDA group
- Timely reporting for PDA compliant reports

