



JOB DESCRIPTION

JOB TITLE: Outside Sales Representative

FLSA: Exempt

DISCLAIMER: The following job description is to outline the general nature and degree of work performed by employees within this job classification. It is not intended to contain or be interpreted as a comprehensive inventory of all duties and responsibilities required of employees assigned to this job.

PRIMARY PURPOSE: The Outside Sales Representative shall be primarily responsible for developing new business and acquiring new accounts. The Outside Sales Representative is responsible for managing product/service sales and implementing new product promotion programs and referrals to meet targeted company goals. In addition to seeking out and acquiring new customers, the Outside Sales Representative will also be in charge of helping maintain the happiness of existing customers.

MINIMUM SPECIFICATIONS:

Education: College; Sales/Marketing degree preferred

Experience: Previous Sales/Marketing representative, manager, or related experience; 2+ years preferred

Certification/Licensure: None

Skill/Abilities:

- Must be highly motivated with the ability to work independently
- Must have leadership and negotiation skills
- Must have interpersonal skills
- Must be proficient in verbal and written communication
- Must be proficient in oral and printed presentations
- Must be proficient in Microsoft Office or equivalent (to include Word, Excel and PowerPoint)
- Must be able and comfortable in bending and squatting
- Must be able to lift, carry and push light to moderate weight of products
- Must have discretion and confidentiality abilities
- Must have a valid driver's license
- Must become knowledgeable and proficient in utilization and adaptation of franchise software for sales/marketing tracking/reporting within 6 months of hire date

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- Develop and identify new and potential clients through various marketing strategies to include cold calling, drop offs and other methods
- Plan, prepare and execute client research prior to client appointment
- Meet with prospective clients in a timely manner and secure business
- Develop, update and maintain written progress report/plans of new and potential client acquisition
- Prepare Performa and Business Proposal for new and potential clients
- Plan and negotiate completion of a Service Agreement with client
- Plan and implement Service Agreement with client
- Organize and implement follow-up meeting with client for customer satisfaction
- Coordinate acquisition processes for potential and new clients from start to completion to include product and/or equipment demonstration
- Maintain client information/data updates in approved franchise software
- Maintain confidentiality of fiscal and personnel related information/data
- Promote account retention and client satisfaction
- Confer with company officials to develop methods and procedures to increase sales, expand markets and promote business
- Listen to and resolve customer complaints regarding services, products or personnel
- Attend company meetings to exchange product/service information and coordinate activities with other departments
- Manage relationships with existing customers. Including, running product to account when necessary, initiating and hosting routinely scheduled service reviews with customers, attending launch day parties.
- Meet/exceed sales quota each month
- Follow company procedures when setting up new accounts

WORK STYLES:

- Job requires a willingness to lead, take charge, and offer opinions and direction
- Job requires a willingness to personally take on responsibilities and challenges
- Job requires consistency of actions, methods, principles, expectations and outcomes
- Job requires persistence in the face of obstacles
- Job requires being adaptable, open to change (positive or negative) and comfortable with considerable variety in the workplace
- Job requires accepting criticism and dealing calmly and effectively with high stress situations
- Job requires working or acting together as a member of a team for a common purpose or benefit