



Job Description – Sales Representative, Commercial

Division:	Commercial	Number of Employees Supervised:	0
Location:	Greystone	Salary Range:	8-10
Reports to:	Commercial Division Manager	E-Classification:	E6

Purpose and Description

Position is responsible to bring a consistent flow of profitable new business to the division and/or company, in accordance with the sales and marketing plan. Executes the sales and customer relations policies, maintains and improves the Company's competitive position to increase market share. Monitors installation and customer's perception and attitudes towards the services provided. Identifies and communicates to production any specific customer preferences or requests for service and immediately works to provide solutions to any customer complaints.

Responsibilities/Duties

- Sell landscape projects and irrigation systems to general contractors, owners and developers of commercial properties that meet or exceed sales goals.
- Coordinate sales efforts with those in other divisions to increase market share. Assist in goal setting and planning.
- Prospect for new business, developing relationships with general contractors, builders, commercial developers, property managers and others. Plans and maintains adequate cold and warm calls/leads to cover the market.
- Prepares and presents proposals in complete and professional manner, according to company standards. Follows-up on hard bids and offers value engineered solutions to customers.
- Ensures all estimates are prepared and approved as needed prior to presenting to customer.
- Sells projects at approved prices to meet or exceed targeted profit margins.
- Conduct site inspection and assessment with Estimators/Designers and/or Production Management to determine soil type, slope, drainage, exposure, and existing structures, features, roads, and utilities that will affect project
- Responds to all inquiries and requests for bid in a timely manner.
- Maintains record and tracking of all proposals in progress and timely follows-up to maximize sales opportunities. Aggressively pursues all proposals in progress.
- Maintains a company-owned database of current customers, prospective customers and past customers to support the marketing and sales effort.
- Work closely with project manager and production staff regarding scheduling, quality and customer service.
- Maintain keen awareness and provides candid feedback on customer relationship and the customer's perceptions of the product and service being provided, to maximize customer retention.
- Communicate to appropriate parties any problem areas and work to find immediate resolution.
- Anticipate customer needs with positive solutions in a timely manner, assists in the sales of change orders and extra contracted work.

- Represents Company at various events, organizations and associations for the purpose of building relationships that lead to new business. Acts in capacity of Company representative and develops community ties to enhance public image and brand of the Company. Maintains positive relations with other companies in the industry and related industries.
- Participates in various industry associations to increase knowledge of marketplace, sales opportunities, the competition, selling techniques and best practices.
- Provide feedback to appropriate parties regarding, pricing, competition and other market observations. Exploits changing market opportunities and responds to competitor strategies.
- Provides feedback to the Marketing Department and offers recommendations regarding marketing strategies, materials and opportunities.
- Is aware of billing and collection status on all projects/customers. Advises on credits or collections and works with production, customer to get any collection issues resolved for work sold.
- Meet division guidelines for customer files, expense reports, billing reports, and other sales reporting requirements.
- Other duties as assigned.

Key Performance Metrics

Actual sales to budget

Close ratio on proposals presented

Ratio of proposals submitted to backlog goals and objectives

Margin on projects sold – pricing at targeted or above target margins. Ensure profitable work.

Accuracy and completeness of sales, customer, prospect database information

Development of loyal/repeat/referral customer base

Pivotal Duties

Achieve sales objectives and targeted goals

Manage to ensure job quality

Life Cycle Management of Landscaping

Oversee project enhancement on change order opportunities

Assist with sales and marketing initiatives

Stay on the Bid List and harvest referrals

Manage personal effectiveness

Manage warranty and dispute resolution

Success Behaviors

Energetic self-starter and demonstrates initiative

Tenacity

Excellent communication and interpersonal skills

Excellent organizational skills, self and others

Excellent time management skills

Command of the technical requirements to maintain database information.

Ability to present an effective sales presentation – written and verbal

Keen eye for detail requirements of estimating and preparing proper bid

Ability to lead and inspire others

Results and action oriented

Sales and growth oriented

Profit driven – seeks ways to cut costs, improve efficiency and increase margins

Effective problem solving skills

Performs and demands excellent quality in work

Service and teamwork oriented
Customer centered and focused
Focus on learning and self development
Technically competent and skilled

Minimum Qualifications & Educational Requirements

- Bachelors Degree
- 2-3 years sales experience.

Extraordinary Work Conditions

- Must maintain regular and reliable attendance at a level acceptable to the company, including the ability to work overtime, holidays, evenings or weekends as necessary.
- Extensive driving within the Kansas City Metropolitan area.
- Must be capable of working outdoors and visiting job sites on a regular basis.

Equipment/Machinery Used:

- Computers and peripherals
- Multi-line telephone system
- All office equipment, copy machine, fax machine etc.