



Job Description – Sales Representative - Residential Landscape & Sprinkler Division

Division:	Sales/Residential/Sprinkler	Number of Employees Supervised:	0
Location:	Greystone	Salary Range:	8-10
Reports to:	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/Activities

1. Sell landscape projects and irrigation systems to general contractors, owners and developers of residential properties that meet or exceed sales goals.
2. Coordinate sales efforts with those in other divisions to increase market share. Assist in goal setting and planning.
3. Prospect for new business, developing relationships with general contractors, builders, residential developers, property managers and others. Plans and maintains adequate cold and warm calls/leads to cover the market.
4. 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.
5. Ensures all designs and estimates are prepared and approved as needed prior to presenting to customer.
6. Sells projects at approved prices to meet or exceed targeted profit margins.
7. Conduct site inspection and assessment to with Estimators/Designers and/or Production Management determine soil type, slope, drainage, exposure, and existing structures, features, roads, and utilities that will affect project
8. Responds to all inquiries and requests for bid in a timely manner.
9. Maintains record and tracking of all proposals in progress and timely follows-up to maximize sales opportunities. Aggressively pursues all proposals in progress.
10. Maintains a company-owned database of current customers, prospective customers and past customers to support the marketing and sales effort.
11. Work closely with designer and production staff regarding scheduling, quality and customer service.

12. 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.
13. Communicate to appropriate parties any problem areas and work to find immediate resolution.
14. Anticipate customer needs with positive solutions in a timely manner, assists in the sales of change orders and extra contracted work.
15. 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.
16. Participates in various industry associations to increase knowledge of marketplace, sales opportunities, the competition, selling techniques and best practices.
17. Provide feedback to appropriate parties regarding, pricing, competition and other market observations. Exploits changing market opportunities and responds to competitor strategies.
18. Provides feedback to the Marketing Department and offers recommendations regarding marketing strategies, materials and opportunities.
19. Produces billing documentation, conducts customer walk-throughs and collects payment.
20. 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.
21. Meet division guidelines for customer files, expense reports, billing reports, and other sales reporting requirements.

Key Performance Metrics

1. Actual sales to budget
2. Close ratio on proposals presented
3. Ratio of proposals submitted to backlog goals and objectives
4. Margin on projects sold – pricing at targeted or above target margins. Ensure profitable work.
5. Accuracy and completeness of sales, customer, prospect database information
6. Development of loyal/repeat/referral customer base

Pivotal Duties

1. To meet or exceed sales objectives and targeted goals
2. To respond in a timely manner to all inquiries and proposal requests
3. To prepare and present approved proposals in a complete and professional manner.
4. Effective communication with production departments and account managers contract specifications, customer preferences to ensure customer satisfaction with services delivered.
5. To understand and anticipate customer and/or market needs, current and projected
6. To aggressively seek out and identify opportunities for new business, customers and market growth
7. To maintain complete customer and market awareness. Know where opportunity exists for improved customer service to current and prospective customers and opportunities for additional sales and market penetration
8. To assist with overall sales and marketing initiatives for Company.
9. To maintain preferred vendor status with desired customers

10. To develop repeat and/or referral business from customers.
11. To manage personal effectiveness (competency, trust, communication, etc.) to maximize sales opportunities and development of customer relationships.

Success Behaviors

1. Energetic self-starter and demonstrates initiative
2. Tenacity
3. Excellent communication and interpersonal skills
4. Excellent organizational skills, self and others
5. Excellent time management skills
6. Command of the technical requirements to maintain database information.
7. Ability to present an effective sales presentation – written and verbal
8. Keen eye for detail requirements of estimating and preparing proper bid
9. Ability to lead and inspire others
10. Results and action oriented
11. Sales and growth oriented
12. Profit driven – seeks ways to cut costs, improve efficiency and increase margins
13. Effective problem solving skills, ability to handle adversity
14. Performs and demands excellent quality in work
15. Service and teamwork oriented
16. Customer centered and focused
17. Focus on learning and self-development
18. Technically competent and skilled

Minimum Qualifications & Educational Requirements

1. Bachelors Degree (preferred)
2. 2-3 years sales experience
3. Knowledge of computer applications (Microsoft Office Suite, desired).

Extraordinary Work Conditions

1. 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.
2. Must be capable of working outdoors on job sites.
3. Position requires extended work hours and flexibility in scheduling; including evening or weekend hours as needed.

Equipment/Machinery Used:

1. Computers and peripherals
2. Multi-line telephone system
3. All office equipment, copy machine, fax machine etc
4. Two-way radio, cellular phones