



2780 Highland Ave Norwood, OH 45212

Job Title: Outside Sales Representative

Job Summary

Get to know each customer "thoroughly."

Have a comprehensive knowledge of the benefits of company services and products.

Sell services and products in an amount commensurate with the potential of the account/territory.

Devote the time and effort necessary to be a success.

Operate efficiently and effectively with a minimum of close supervision.

Develop and maintain self-confidence and a positive attitude towards the company and its customers.

Objectives

Meet or exceed sales goals in each department.

Maintain the company's profit margins.

Develop and maintain a highly respectable image of the company in the eyes of customers, vendors, and competitors.

Qualifications

Preferred minimum level of education: high school diploma or bachelor's degree. Sales, industry and professional experience are desirable.

Work Performed

Plan sales work on long term basis by setting a yearly quota of calls to make on each account that is proportional to the potential of the account.

Begin work every Monday, working according to your CRM plan to effectively represent Matlock Electric to our customers and prospective accounts.

Plan calls geographically to minimize the unproductive time spent on driving.

Actively sell services and products using specific, well thought out presentations.

Enhance the effectiveness of sales calls by always bringing a supply of current samples, promotional pieces, advertising material, etc.

Make use of factory and/or company demonstration equipment as often as possible, with or without the support of factory representatives.

Do as much active selling and make as many customer contacts as possible between 7am and 6pm on weekdays. Save correspondence and other activities for other times.

Follow up on assigned sales leads promptly.

Be active and positive in selling the company's complete line of products and services at published levels. Any price deviations, if required, must have prior approval of the sales manager or owner/general manager.

Keep CRM up-to-date. Make sure names and addresses and all pertinent data is correct.

Promptly investigate and resolve customer complaints to the best of your ability. Company policy dictates prompt and complete satisfaction to the customer in every case where the complaint is legitimate and justified.

Keep accurate records of travel, mileage and sales-related expenses. Profit-ability improves when expenses are kept at reasonable levels.

Follow-up on all written quotations to show customers that the company values their business.

Understand all company sales and credit policies and procedures fully.

Develop a comprehensive knowledge of each service, product and application in order to recognize quickly which ones can benefit each customer. Gain product knowledge through catalog, sales bulletins, sales meetings, night schools, factory schools, personal experience, etc.

Attend all applicable meetings and schools. Be prompt, attentive, and participate in a positive manner.

Gain a working knowledge of competing products and companies. It is not enough to simply know your own.

Learn as much as possible about every customer –e.g., their specialties, their needs, their personnel and organizational structure, their financial position, etc.

Analyze the sales picture of your territory frequently, using sales summaries that are provided. Review results monthly to determine relative status and adjust sales activities accordingly.

Maintain a clean, neat, and reasonably formal appearance on all sales calls; take reasonable precautions to insure good health; and maintain standards that customers and suppliers will respect.

Take pride in your place of business. Keep your desk and vehicle clean and neat.