

JOB DESCRIPTION

Job Title:	Business Sales Representative
Reports To:	Sales and Marketing Manager
FLSA Status:	Exempt
Salary Grade:	TBD
Effective Date:	February 2024

Position Overview

The Business Sales Representative plays a pivotal role in driving the sales of the Company's products and services to both new and existing business customers. This is primarily achieved through face-to-face interactions to foster strong relationships and maintain customer satisfaction. Key responsibilities include assessing the specific needs of business customers and recommending suitable products, services, and solutions.

The role involves the generation of new business opportunities, cross-sales initiatives, and repeat sales by developing and executing effective sales strategies. This includes identifying potential customers, managing existing customer relationships, and actively participating in the development and implementation of targeted sales approaches.

This position will also be tasked with creating and delivering sales bids, proposals, and presentations. Additionally, the role requires proficiency in conducting product demonstrations to showcase the value and functionality of the Company's offerings. Success in this position contributes directly to the overall growth and success of the business.

Essential Duties and Responsibilities:

Business Sales and Account Management- 100%

- Responsible for sales of the Company's business products and services that meet customer needs and the company's business objectives. This includes but is not limited to basic and complex business services, customer premise equipment (CPE), dedicated data services (hosted PBX, VOIP), broadband services, and non-traditional products and services.
- Responsible for meeting or exceeding established sales goals.
- Initiates outbound calls and in-person contacts to acquire new customers and travels within the market service area.
- Competently and confidently coordinates the sales process from initial customer contact through the implementation of product solutions in accordance with Company standards.
- Responsible for establishing and maintaining positive relationships with customers through various methods; email, chat, phone and in-person.
- Conducts market area research to generate leads for potential customers of products and services, while monitoring competitor product offering and pricing.
- Maintains and monitors existing customer database and industry developments to identify new sales opportunities.
- Responsible for establishing new relationships and enhancing existing relationships with business customers to ensure ongoing satisfaction with all services purchased from the Company.

- Keeps customers informed of upgrade offerings, marketing promotions or changes to their telecommunication services and introduces available technologies and applications that support their current and future communication needs.
- Knows and understands Company products, services, and systems. Responsible for staying current on updates to products and services, as well as changes and developments in the telecommunications industry.
- Maintains and develops professional/product knowledge through relevant professional associations while serving as a resource for others in the company regarding business service offerings.
- Provides feedback on marketing campaigns and their effectiveness to the management team to help inform future marketing decisions.
- Works with the Sales and Marketing Manager on the development and introduction of new business products and service offerings, including training programs, materials, and guidelines.
- Maintains efforts to develop sustainable relationships between Company personnel and community contacts that will facilitate the Company's image in the community as the provider of choice.
- Accurately prepares business proposals, quotes and contracts. Coordinates business sales and service activities with the appropriate Company departments.
- Follows up with new customers on completed projects to ensure satisfaction and to generate additional business.
- Provides activity and results reports to management, such as daily call reports, weekly work plans, monthly and annual territory analysis, and year-to-date sales reports. Provides accurate sales forecasts for new and/or existing products.

Other Duties and Responsibilities

- Actively participates in the performance management process, including goal setting and identifying opportunities to learn, develop and/or improve skills.
- Proactively follows through on meeting performance objectives and expectations. Collaborates with others to achieve shared objectives.
- Demonstrates a positive attitude in daily interactions. Encourages positive relationships among the staff and promotes good morale in the workplace.
- Maintains confidentiality of customer information.
- Embraces collaboration with team members to achieve shared objectives.
- Operates a Company vehicle to visit customers.
- Attends trainings, meetings and Company events as requested.
- Occasional weekends may be required to meet customers' needs and for community events.
- Performs other duties as assigned.

Required Knowledge, Skills and Abilities

1. Requires sufficient demonstrated experience which includes understanding and knowledge of sales, marketing and customer service principles.
2. Demonstrated sales ability including the ability to cold call on new prospects and existing customers to pro-actively sell new services. Must be able to gather data, develop a proposal and close the sale.
3. Requires computer skills using MS Office 365.
4. Excellent listening, written and oral communication skills.

5. Must have demonstrated ability to work from oral and written instructions and make decisions independently and take responsibility for them. Requires strong problem-solving abilities and the ability to handle multiple priorities.
6. Requires the ability to maintain good working relations with other departments and outside agencies.
7. Must have time management and organizational skills and the ability to multi-task with frequent interruptions.
8. Must be self-motivated.
9. Must demonstrate initiative and attention to detail and possess the ability to analyze information and make recommendations.
10. Requires travel, a valid Oregon driver's license, and the ability to maintain a valid license.

Preferred Qualifications

1. Experience or knowledge of the telecom industry.
2. Previous outside sales experience.
3. Knowledge of broadband and VoIP products and services and a demonstrated ability to assess customer needs and make product recommendations.
4. Experience using Customer Relationship Management (CRM) software, such as Salesforce, Pipeline or Monday CRM.
5. College degree in Business Administration or Marketing.
6. Working knowledge of NISC software and project management software.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to operate a phone and keyboard; reach with hands and arms; and talk and hear. The employee is required to stand, walk, and bend.

Specific vision abilities required by this job include close vision, color vision, depth perception and the ability to adjust focus.

The physical effort applied in this job includes:

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|--|----------------------------------|--|---|
| <input checked="" type="checkbox"/> Lifting | <input type="checkbox"/> Pulling | <input checked="" type="checkbox"/> Reaching | <input checked="" type="checkbox"/> Manipulating |
| <input checked="" type="checkbox"/> Carrying | <input type="checkbox"/> Pushing | <input type="checkbox"/> Shoveling | <input checked="" type="checkbox"/> Keying/typing |
| <input type="checkbox"/> Other (specify) | | | |

Lifting and frequency required by the job:

Amount of Effort Applied	% of Time Effort is Applied			
	Less than 15%	15% to 40%	40% to 70%	More than 70%
Less than 1lb.				✓
Between 1 & 5 lbs.	✓			
Between 5 & 25 lbs.	✓			
Between 25 & 60 lbs.	✓			

More than 60 lbs.	✓			
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Work Environment

The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The job is typically performed indoors under comfortable working conditions; any disagreeable elements are generally absent during normal performance of job.

Attendance

Regular and reliable attendance is required.

Safety

This position requires the ability to support a safe work environment by performing duties in accordance with acceptable, safe work procedures. This includes but is not limited to: reporting all incidents and accidents to your supervisor immediately but no later than within 24 hours; maintaining the work area in a safe and healthful condition; reporting, and whenever possible correcting, unsafe working conditions; operating vehicles while in the course of employment in a safe and lawful manner; and providing assistance to reduce or eliminate workplace hazards.

Acknowledgement

I am able to perform all the essential functions of the job, as described in this job description.

Signed	Date
Printed Name	