

## Position: Territory Sales Representative



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Position Classification:	Full Time Salary / Exempt
Position Reports to:	Director of Sales
Position Supervises:	None

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### Position Summary

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The Territory Sales Representative is responsible for achieving maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the company's products and/or related services. Personally, contacts and secures new business accounts/customers.

### Responsibilities

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Duties include but are not limited to the following:

#### **Essential function(s)**

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The incumbent will play an integral role in the success of the Sales team. Specifically, s/he will be responsible for:

- Promotes/sells/secure orders from existing and prospective customers through a relationship-based approach.
- Demonstrate products and services to existing/potential customers and assists them in selecting those best suited to their needs.
- Establish, develop and maintain business relationships with current customers and prospective customers in the assigned territory/market segment to generate new business for the organization's products/services.
- Make telephone calls and in-person visits and presentations to existing and prospective customers.
- Annual face to face account reviews with clients.
- Quarterly Account check in via phone, email, or face to face meeting.
- Maintain an updated Salesforce account including activities, appointment, opportunities, etc.
- Maintain pipeline 30% above minimum pipeline necessary to sustain sales goals based on current win ratio at all times. Maintain existing baseline.
- Research sources for developing prospective customers and for information to determine their potential.
- Develop clear and effective written proposals/quotations for current and prospective customers. Up-sell and sell additional products/services to existing clients.
- Expedite the resolution of customer problems and complaints.
- Coordinate sales effort with marketing, sales management, accounting, logistics and technical service groups.
- Analyze the territory/market's potential and determine the value of existing and prospective customers' value to the organization.

- Create and manage a customer value plan for existing customers highlighting profile, share and value opportunities.
- Identify advantages and compare organization's products/services.
- Plan and organize personal sales strategy by maximizing the Return on Time Investment for the territory/segment.
- Supply management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services; Provide weekly reporting of pipeline and forecast using the SalesForce automation tool.
- Develop a Sales Plan in conjunction with the Director of Sales.
- Keep abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas.
- Participate in trade shows, conventions and networking events.
- Continually learn about new products and improve selling skills. The TSR is required to attend Ingenium- funded training events throughout the year and expected to participate in self-paced tutorial learning when appropriate.
- Other duties as assigned by supervisor.

#### **Non- Essential Function(s)**

- Attend and participate in sales meetings, seminars and trade shows.
- Prepare written presentations, reports, and price quotations.

## **Qualifications and Experience**

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- 5+ year's sales experience with a proven track record of meeting or exceeding sales goals.
- Excellent communication skills including written, verbal with the ability to persuade others, listening, and customer service skills with the ability to effectively communicate with and work well with others in order to manage projects, meetings, meet client needs, etc.
- Embodies strong traits such as decision-making, problem solving and possessing good judgment.
- Ability to project a calm and professional demeanor regardless of the type of environment (calm or fast paced) or type of clientele.
- Exceptional organizational skills with a high consideration to detail and high level of accuracy.
- Driven and highly self-motivated.
- Experience with Salesforce.
- Strong industry knowledge preferred.
- Adept at time management and able to work with finite deadlines.
- The ability to work independently as well as in a group environment.
- Trustworthy, honest, respectful, and flexible.
- Must be able to be entrusted with confidential information.
- Proficient computer skills working with various office equipment, computers and various programs including Word, Outlook, PowerPoint, Excel, etc. and the ability to effectively work on spreadsheets, word processing, networking, and e-mail programs.
- Valid driver's license.

## Core Competencies

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### Leadership

Sales Representatives should help everyone see and be excited by what's possible. Their customers and their peers should respect them. They should be able to respectfully challenge and direct the customer in the customer's best interest. This means they must have a degree of comfort with tension. Traditional Sales Representatives are too quick to cave when facing tension with clients. Also, when progress needs to happen internally, they need to have the respect of their team. Team members should want to go the extra mile for them.

### Communication

The best Sales Representatives are able to keep all stakeholders informed on all the important issues. They will often have to lead the presentation of project updates or account reviews. Whether oral or written, it is critical that all communications are concise, clear and convincing. Communication must also be highly nuanced for the particular stakeholder or group being spoken to.

### Business Acumen

Many salespeople are far too focused on closing deals and do not understand broader business issues. This approach is fatal when it comes to Key Account Management. A Sales Representative must be able to see the bigger business issues for the client and help the client manage their business. They must also ensure all business deals are profitable for both sides.

### Relationship Savvy

Sales Representatives must be able to read people and connect meaningfully with a variety of personalities. They must understand that all progress is made through relationships. They must know when to take the lead in relationship development and when to enable others to take the lead. Their objective is to build a highly intricate web of many-to-many relationships between the client's people and theirs — the more intricate the web, the greater the partnership and the higher the cost to switch to a competitor.

### Results Oriented

Sales Representatives must have laser focus on getting results for the customer. This means they must be proactive and not wait for the customer to notice they are not on track to achieving a particular goal. They must have a "no excuses" mindset. They do what needs to be done. They coordinate multiple resources to the achievement of the decided upon outcome. They will take the blame for failures and give credit to the team for successes because they are driven by outcomes not their ego.

### Appetite for Learning

A successful Sales Representative recognizes the pace of change the company undergoes. Consequently, they are always open to training and development. They never rest on their laurels. Part of the respect they gain from others comes from the fact that others see that they are constantly growing in their perspectives and abilities. They constantly look for opportunities to improve in areas that they have identified as important.

All of these attributes require a mix of a hunter and a farmer mindset. There are some things that must be looked after with a short-term laser focus. These short-term issues must be executed while simultaneously understanding how they fit into and accelerate long-term objectives and a long-term vision. It is an unusual mix of attributes as it requires mental flexibility. Those who possess these traits will lead their organizations and their clients to much greater rewards.

## Education and Certifications

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- Bachelor's degree in science or environmental field preferred.

## Physical Demands

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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.

- Work is performed in a temperature controlled office environment or travel via vehicle.
- While performing the duties of this job, the employee is required to walk 30% of the time, stand 30% of the time and sit 40% of the time.
- Position requires some degree of travel.
- The employee will occasionally lift and or carry up to 25 lbs.
- Employee may use computer, phone, copier and other office equipment in the course of a day.
- While performing the duties of this job, the employee is occasionally required to use hand to finger, handle or feel objects, touch and use tools, reach with hands and arms, climb stairs, bend, stoop, twist, lift, reach, push, pull, grasp, balance, kneel, crouch, crawl, grasp, talk, hear, and walk during the course of employment.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and an ability to adjust focus.
- Employee may be required to travel for business purposes.

## Environment

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

While performing this job, the employee is exposed to weather conditions prevalent at the time. This may include warm, hot or cold temperatures. The noise level in the work environment is moderate.

## Work Schedule

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Employee will be required to work a minimum of forty (40) hours of per week or as many hours as it may take to perform above job duties. Schedule may vary based on business demands and will require a combination of office hours as well as work performed after hours and/or weekends.

## Acknowledgement for Receipt of Job Description

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I have received a copy of this Job Description and have read and understand its contents. I understand that if I have any questions pertaining to this job description or my overall job duties, I will consult my supervisor immediately. Furthermore, based on business demands, I understand that the company may revise my duties at its discretion.

Position Title:	Territory Sales Representative
Position Classification:	Full Time- Exempt
Position Reports to:	Director of Sales
Position Supervises:	None

### Employee Information

Employee Name:	_____
Employee Signature:	_____
Date:	_____

### Supervisor Information

Supervisors Name:	_____
Supervisors Signature:	_____
Date:	_____