205: Sales Manager

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Section: Job Description

Subject: Sales Manager

Approved by: Tony Massey

Effective Date: 1 June 2014

Last Reviewed Date: 6 June 2014

Policy Owner: Vice President of Business Development

Policy

Reports To: **General Manager(s)**

Summary of Responsibilities

1. **Training & Development**
   - Recruit, hire, train, and develop sales personnel in order to accomplish budgeted sales objectives in accordance with Company policies and Rate Card compliance.
2. **Business Development**
   - Coordinate with the General Manager(s) on marketing sales strategies for the service center.
3. **Recognition**
   - Provide daily, weekly, monthly recognition through posting of the sales board.
4. **Image**
   - Assure quality image both internally and externally at all times.
     - Sales Inspector/Accounts manager Conduct
     - Service Center’s’ facilities, Company uniforms, vehicles, equipment, property, etc.

Job Functions & Duties

1. **Training & Development**
    - Conduct classroom and field training with new Sales and Service Inspectors/Accounts managers in accordance with Massey University-Initial Sales Training.
    - Work in the field selling four (4) days a week with sales team. Priority is to be given to the Team Member requiring the most assistance including using appropriate coaching tools (i.e. ride along forms, performance coaching plans, etc.).
    - Conduct individual and group training with sales personnel at least twice weekly in order to improve sales skills and performance. Teach and hold all
    - Inspectors/Account Managers to current prospecting, daily appointment, and proposal standards.
    - Teach the location of the local telephone numbers of the local Poison Control Centers.
    - Teach the proper flow and completion of all sales paperwork (i.e. DSAR, Lead Log, Appointment log, 1-31 Book, Inspection Report/Graphical Analysis,
    - Contractual agreements, Start sheets, Rate Card utilization, etc.).
    - At the beginning of each month, complete the “Roadmap for Success” with each sales Team Member.
    - Based upon performance against standards and set goals, create (with assistance from the appropriate General Manager) effective coaching plans designed to improve sales performance by an individual Team Member.

2. **Business Development**
    - Provide input to the General Manager(s) for Service Center’s’ Sales plan and budgeting.
    - Ensure successful execution of New Construction Guarantees and related sales activities.
    - Ensure successful execution of referral and alliance programs.
    - Conduct daily accountability sessions and approve all sales paperwork with each Inspector/Account Manager to include DSAR, Lead Log, 1-31 Book,
    - Inspection Report/Graphical Analysis, Contractual Agreements, Start Sheets, Rate Card utilization, etc.
    - File all Customer proposals alphabetically by inspector for ready follow-up.

- Prepare daily, weekly, and monthly sales reports as required by Service Center(s) and Company (i.e. DOR, Daily Sales Recap, Weekly Sales Recap)
- Develop territorial Marketing strategies and submit to the General Manager(s).
- Assist the General Manager(s) in establishing and achieving Sales budgets.
- Hold one (1) Service meeting monthly on Sales techniques.
- Plan and execute sales contests when appropriate.

3. **Recognition**
   - Update sales results to the sales board daily.
   - Create a competitive sales atmosphere in the sales room.
   - Acknowledge special sales achievement with MAD awards and other recognition plaques, etc.

4. **Image**
   - Maintain inventory and conduct inspections on all sales equipment and sales vehicles.
   - Maintain inventory and submit needed requisitions to the General Manager for sales literature/supplies and promotional materials.
   - Set an excellent management example and quality image to all Company Team Members and the public.
   - Ensure that Team Members are properly ID’d both for Massey Services and State governmental agencies.

5. **Staffing**
   - Actively and consistently recruit as well as maintain budgeted staffing levels.

6. **Administrative Policies & Procedures**
   - Assist the manager in developing policies consistent with the Company's Standards.

7. **Miscellaneous**
   - Perform all other duties as assigned

Minimum Job Qualifications: Experience & Skills

1. High School Diploma Minimum

2. At least 1 year of Sales Experience in a direct sales organization or 1 year experience in sales with Massey Services prior Supervisory and training experience.
3. Be able to meet requirements for obtaining certification and/or licenses as may be required.
4. Must have excellent written and verbal skills as well as general computer use skills.

THIS DESCRIPTION MAY NOT BE ALL INCLUSIVE AND TEAM MEMBERS ARE EXPECTED TO PERFORM ALL OTHER DUTIES AS ASSIGNED AND DIRECTED BY MANAGEMENT. JOB DESCRIPTIONS AND DUTIES MAY BE MODIFIED WHENEVER DEEMED APPROPRIATE BY MANAGEMENT.

My signature below is acknowledgement that I have read and understand the job functions and duties of this position as outlined in the job description.

Team Member’s Name (Print) _____ Date_____

Team Member’s Signature_____ Date_____

Manager’s Signature_____ Date_____

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