221: Senior Commercial Account Executive

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Section: Job Description
Subject: Senior Commercial Account Executive
Approved by: Rick Beard
Effective Date: 25 January 2002
Last Reviewed Date: 25 January 2002
Policy Owner: Director of Human Resources

Policy

Reports To: **General Manager**

Summary of Responsibilities

Direct Sales Activity

Cultivate, call on and sell major chain accounts in the following industries:

- Hospitality Industry
- Healthcare Industry - hospitals, medical centers, nursing homes, planned living centers, convalescent, and retirement homes.
- Office Buildings and Property Management Companies
- Industrial Plants
- Department Stores
- Supermarket, Food and Drug Chains
- Food Industry - restaurants, fast food chains

Marketing

Assist in the development and implementation of sales materials, direct mail campaigns, and specific industry trade shows.

Networking

Grow Personally and Professionally

Job Functions & Duties

1. **Direct Sales Activity**
    - Develop a target account list of all related industries segmented by industry type.
    - From the target account list, make at least five to ten calls per day on chain accounts.
    - Make at least one to two proposals per day.
    - Provide the Division Manager with a copy of every proposal on a weekly basis.
    - Maintain a copy of every proposal in an alphabetical file in the Corporate Office.
    - Submit a monthly report to the Division Manager outlining the number of calls made during the month, number and dollar amount of proposals submitted, number and dollar amount of sales made, and the number and dollar amount of pending proposals for the month and year to date.
    - Comply with all Company Credit Policies in regard to billing, payments and credit terms on all sales. All exceptions to current credit policies must be approved in advance by the Division Manager and/or Executive Vice President, Operations.
    - Maintain a current Customer Reference list to be used on all sales proposals.
    - Maintain proactive communication with all customers to insure satisfaction.
    - Follow-up on all contacts and proposals on a monthly basis.
2. **Marketing**
    - Assist in the development and implementation of all sales programs, materials and promotions.
    - Assist in the development and implementation of all direct mail campaigns relative to the Commercial Division.
    - Assist in the development of contracts, graphs, service specifications and proposals on all chain accounts and/or as assigned.
    - Assist the Marketing Department in the arrangements and organization of specific industry trade shows.
3. **Networking**

- Join and represent Massey Services in Hotel and Motel Associations, Restaurant Associations, Chambers of Commerce, and other business and trade organizations that relate to the Commercial Division.
- Become actively involved in community functions to raise awareness of Massey Commercial Services.

4. **General**
   - Maintain a high standard and quality image at all times.
   - Stay abreast of all technical data pertinent to industry products, materials and equipment.
   - Perform other duties as assigned.

Minimum Qualifications - Education, Experience and/or Training

1. College Degree or equivalent experience required.
2. Minimum of two (2) years of direct sales experience, preferably in the hospitality, food, health care or property management industry.
3. Be able to meet requirements for obtaining certification and/or license as may be required by any Federal, State or Local regulations.
4. Ability to carry out instructions in written, oral and diagrammatic form.
5. Mathematical ability to accurately complete and file necessary reports.

Typical Physical & Mental Demands

Requires constant (67% - 100% of the time) walking, climbing, bending, kneeling, pushing, pulling, reaching, stooping, and stretching. Requires constant ability to move freely about the building and between job sites. Requires frequent (34% - 66% of the time) exposure to outdoor conditions and ability to crawl under homes and in attics for up to 15 minutes at a time. Requires corrected vision and hearing in the normal range. Requires ability to travel from location to location. Requires ability to frequently operate small equipment. Requires occasional (0% - 33% of the time) lifting of equipment (up to 50 pounds). Requires good hand-eye coordination, good motor coordination and finger dexterity. Must possess ability and stamina to work long hours while performing physical labor. Must possess ability to climb heights and ability to endure high levels of noise.

Typical Working Conditions

Requires constant contact with the public and company personnel. Frequently work is performed outdoors. Office work is performed in air conditioned/heated facilities. May be exposed to rain, hail, winds, dust, dirt, cement, grass, shrubs, trees, high levels of noise, vibrations, and others. Incumbent will work with and around various types of lawn care and pest industry products, materials, and equipment.

Special Equipment

Must possess the ability to operate and trouble-shoot pest prevention equipment including but not limited to: backpack applicators, drills, shovels, carpenter’s tools, power tools, truck equipment and other industry equipment.

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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