# 225: Divisional Sales Manager, PrevenTech

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**Section:** Job Description
**Subject:** Divisional Sales Manager, PrevenTech
**Approved by:** Tony Massey
**Effective Date:** 17 March 2008
**Last Reviewed Date:** 17 March 2008
**Policy Owner:** Director of Human Resources

# Policy

Reports To: **General Manager**

## Summary of Responsibilities

### Training

- Coordinate with Regional/Divisional and General Managers to improve all sales and sales management training. These training initiatives and programs must be specifically designed to improve performance of sales, service and administrative personnel, as well as Management, for the purpose of reducing turnover and accomplishing all sales and revenue goals and objectives. Train General Managers to monitor and update lead log on a daily basis.

### Sales Productivity

- Monitor and assure a high level of individual sales productivity with all Inspectors, service technicians and overall Service Center sales productivity. Sales productivity must be evaluated based on the number of unit sales, dollars of sales, as well as minimum standards.

### Recognition

- Create and publish weekly, monthly, quarterly and annual sales information, as well as other recognitional programs that positively recognize individual and Service Center sales productivity

and performance.

**Business Development/Learning**

- Identify and utilize various services to create avenues for expanding our participation in bids and proposals.

**Image**

- Assure a quality image both internally and externally at all times.
  - Management and Employee Conduct
  - Service Center facilities, Company uniforms, vehicles, equipment, property, etc.

## Specific Duties

**Training**

1. Coordinate and help conduct the development of classroom and field training programs in the areas of direct sales, advanced selling techniques, and sales management/accountability.
2. Conduct and/or coordinate sales training programs for new Inspectors (“sales schools”), “new product launches” and new Policy and Procedure sessions for
3. Inspectors, Account Managers and General Managers
4. Develop and conduct regularly scheduled motivational sessions and advanced sales schools (“refresher” training) for continuing education of experienced sales personnel.
5. Conduct an hour long sales training session during each visit to a Service Center. This meeting should include Management, Sales personnel, Technicians and Administrative personnel.
6. Monitor and assure that Company Sales Training Programs are being followed in all Service Centers.
7. Coordinate development of inbound and outbound telephone sales programs for direct sales personnel and Customer Service Specialists, to be conducted at the Service Center level.
8. Develop and teach sales and incentive programs and contest for Inspectors, Service Technicians, and/or Administrative personnel to be conducted at the
9. Service Center level.
10. Help recruit and hire Account Managers in accordance with budgeted staffing levels.

11. Help conduct a daily accountability session with each Sales team member and approve all administrative paperwork including DSAR, Lead Log, 1-31 Book,
12. Service Agreements, Start Sheets, ensure that all account managers are pre-listed for four (4) sales calls each day and at the end of each day each account manager has presented $4000.00 in proposals.

**Sales Productivity**

1. Travel to Service Centers to audit the leads received and to teach the proper use of the Lead Log. An audit of all D.S.A.R.'s should be done to verify number of calls, number of proposals, cross-selling, pre-listed calls, dollar amount of proposals each day and sales.
2. Assist the Service Centers to establish and execute a bonafide sales plan. Analyze the Weekly Sales Recap for a proper amount of calls, proposals and lead closure.
3. Coordinate with the Marketing Department regarding direct business development activities.
4. Assist Regional/Divisional Managers and General Managers with proper adjustments in the Sales Plan if company standards and budgeted goals are not achieved with regard to lead closure and sales increase.
5. Work in the field three (3) days a week with sales team members who require assistance unless otherwise directed by your Division Manager.
6. Develop key account criteria and update each trimester.
7. Develop and implement a key account communication plan utilizing Account Managers, General Managers, Service Managers and Customer Care.

**Recognition**

1. Create and develop recognition programs on a weekly, monthly and quarterly basis that enhance sales performance and sales productivity.
2. Create and develop sales contests that enhance sales productivity in each of our business segments. Assure that sales awards are presented in a timely fashion to enhance sales performance and maximize individual recognition.
3. Create and develop a month-end sales performance report that achieves maximum sales performance recognition for all Inspectors, Account Managers,
4. Service Technicians and Service Centers.
5. Assist in development and implementation of integrated marketing and sales programs.

6. Coordinate with the Director of Marketing, Regional/Divisional and General Managers to develop training and incentive programs for “creative” sales activities in all business segments.
7. Coordinate participation in all Trade Shows, Exhibits, presentations, etc.

**Business Development/Networking**

1. Call on appropriate Key Accounts.
2. Utilize DemandStar, RepDepot and other bid services. Coordinate and assist with timely submission of bid packages with the appropriate General Manager.
3. Submit a weekly report to the Division Manager outlining Sales, relationship building, networking and recruiting activities completed the previous week.
4. Provide input on which business and trade organizations Massey Services should participate in and actively participate in all approved business and trade organizations.
5. Develop and utilize a company wide tracking system for Key Accounts and all sales calls.

**Image**

1. Set an excellent Management example and professional image to all Company personnel and to the public.
2. Develop and implement a Company-wide image program designed to establish and maintain the highest levels of appearance, presentation and communication attributes among sales personnel throughout the Company.
3. Monitor and assure a quality image with all Company employees (uniform, ID badges), vehicles (decaled, clean), equipment (maintained, clean), facilities and property (maintained, clean).
4. Monitor and assure safeguarding of all Company equipment, property and facilities.

**Budgeting**

1. Assist Regional/Divisional and General Managers on development of sales budgets and staffing requirements to meet Company sales goals.

**Administration/Policies & Procedures**

1. Assist in the development of Company Sales Policies and Procedures in all business segments.
2. Serve as a liaison between the Corporate Office and Field Operations to ensure proper interpretation of Sales and Marketing Policies.

3. Coordinate the development and implementation of daily and monthly sales accountability systems.
4. Assist Regional/Divisional Managers in establishing and maintaining proper sales territories and business segment priorities.
5. Develop a reporting system to track leads (office, web & New Construction), direct mail sales promotions, and trade and lifestyle show promotions.

**Miscellaneous**

1. Perform all other duties as assigned.

## Limits of Authority

1. All limitations prescribed in the Massey Policies and Procedures Manual.
2. All changes in pay plans and compensation arrangements are to be approved in advance by the Executive Vice President, Operations and/or the President.
3. All purchases, commitments and expenditures in excess of $500.00 must be approved in advance by the Executive Vice President, Operations and/or the President.
4. All capital equipment purchases, commitments and expenditures must be approved in advance by the Executive Vice President, Operations and/or the President.

## Guidelines to Effective Performance

1. Provide regular training sessions with all personnel who interact with customers or who have sales responsibilities. Respond quickly to sales questions raised in the field.
2. Evaluate sales activities on an on-going basis, measuring amortized expenditures against leads, sales, revenues and profits. Test new sales initiatives when possible before company-wide launch.
3. Maintain clear and accurate records of sales activities and provide regular reports on sales productivity. Fine tune sales efforts according to effectiveness and efficiency.
4. Maintain close and regular contact with Regional/Divisional Managers, Corporate Management and the President with regard to sales challenges and opportunities. Provide solutions to challenges and exploit opportunities in a reasonable and affirmative manner.

## Minimum Qualifications: Education, Experience, and Skills

1. College degree, B.S. / B.A. in Business, Marketing, Finance, etc.
2. Prior supervisory training or experience.
3. Ability to train, lead, direct and motivate personnel.
4. Be able to meet requirements for obtaining certification or licenses as may be required by any federal, state or local regulations.
5. Must have excellent written and verbal communication skills and mathematical ability.

**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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