

Position Objective and Responsibilities

Job Title: Bulk Petroleum Salesperson

Reports To: _____ in the
_____ department.

Position Objective

To sell, distribute, and market bulk petroleum and related products in a manner that will optimize the cooperative's market share and savings, improve the cooperative's efficiency, help achieve the cooperative's mission and goals, and result in outstanding customer service.

Position Responsibilities

The bulk petroleum salesperson's responsibilities involve sales, service, safety and maintenance, reporting, and other duties as assigned by management.

The bulk petroleum salesperson will maintain a positive attitude that promotes team work within the cooperative and a favorable image of the cooperative.

Sales

Sales involves assisting in establishing sales goals and developing and promoting a marketing plan, increasing sales of bulk petroleum and related products, making proper recommendations and applications of products sold, knowing prices of products and services, maintaining current market share, and assisting in developing competitive marketing strategies.

Assist in establishing sales goals

1. Work with appropriate employees and/or the manager to establish monthly sales goals
2. Work with management to establish yearly sales and gross margin goals
3. Review sales call reports with department staff monthly
4. Submit sales call recap to management monthly
5. Analyze sales annually

Assist in developing and promoting a marketing plan

1. Work with management to develop a marketing plan and submit it to management by the _____ of each year

Increase sales of bulk petroleum and related products

1. Maintain a regular delivery schedule and sales to customers in a manner which will result in increased satisfaction
2. Make sales calls on all potential customers in the trade area
3. Sell or arrange for customer lease of LP gas equipment and be available to assist the heating department with installation of the equipment
4. Assist department supervisor in setting department goals and increase sales of bulk petroleum and related products

Make proper recommendations and applications of products sold

1. Know and use all resources necessary to make proper recommendations and applications of products sold.
2. Correctly identify resources for assistance
3. Keep resource manuals accessible and current
4. Ensure no product problems result due to your recommendation or installation
5. Attend all product updates and service training sessions
6. Clear all major bids with your supervisor

Know prices of products and services

1. Be aware at all times of the cooperative's prices on commodities and services and review with your supervisor every _____

Maintain current market share

1. Lose no customers due to careless performance
2. Keep all customers supplied with product

Assist in developing competitive marketing strategies

1. Provide your supervisor with periodic reports of current competitors' strategies
2. Develop plans to counteract competition, with supervisor's approval

Service

Service involves developing and maintaining efficient routing, keep-fill, and degree day systems; performing customer tank maintenance; resolving customer complaints; delivering, connecting, and maintaining petroleum equipment; and responding to after-hour calls from customers.

Develop and maintain an efficient routing system

1. Update your sales pinpoint map monthly
2. Deliver _____ gallons per mile
3. Keep route book current on a _____ basis
4. Work no more than _____ overtime hours
5. Make recommendations to customers for more efficient storage

Develop and maintain a keep-fill system for customers

1. Ensure no keep-fill customer has need to call in for delivery
2. Set up _____ (% or #) of route customers on keep-fill system

Develop and maintain a degree-day system for customers

1. Ensure no degree-day customers have need to call in for delivery
2. Set up _____ (% or #) of route customers on degree-day system

Perform routine customer tank maintenance

1. Check every customer's tank _____
2. Receive no more than _____ samples returned from the testing lab for avoidable contaminants from fuel storage tanks such as water, rust, and dirt

Resolve customer complaints promptly

1. Send samples to testing lab within ____ hours
2. Let no customer complaint remain unresolved for more than _____ days

Deliver, connect, and maintain petroleum equipment sold to customers

1. Install all equipment within _____ weeks of sale or arrival
2. Ensure no customer has improperly installed or inefficiently maintained equipment

Respond to after-hours calls from customers

1. Ensure no customer runs out of product due to your performance
2. Ensure station facilities have adequate inventories at all times
3. Be available as needed to respond to customers' emergency calls

Safety and Maintenance

Safety and maintenance involves maintaining rolling stock and petroleum department fixed assets, bulk plant, oil warehouse, and personal office area; operating trucks and equipment safely; and communicating safe storage and handling procedures.

Maintain rolling stock and petroleum department fixed assets

1. Wash unit as often as necessary to keep it looking well cared for
2. Keep current the maintenance schedule provided by your supervisor
3. Report to supervisor any unsafe equipment or working conditions immediately
4. Do not exceed unit expenses of _____

Maintain bulk plant, oil warehouse, and personal office area

1. Meet all federal and state regulations
2. Keep up-to-date on laws and regulations related to your area of responsibility
3. Maintain inspection reports and other paperwork as required by federal, state, and local governments

Operate trucks and equipment safely

1. Receive no OSHA, state or federal citations
2. Receive no valid customer complaints concerning your driving

Communicate safe storage and handling procedures

1. Ensure customers are informed of safe product handling

Uphold cooperative safety policies

1. Ensure department facilities and equipment meet federal, state, and OSHA regulations
2. Make recommendations on replacement, additions, or deletions of facilities and equipment when needed and/or economically justified

Reporting

Reporting involves invoicing all product deliveries promptly and accurately, submitting daily trip reports, recording inventories of fuels, and informing your supervisor of outstanding conditions

Invoice all product deliveries promptly and accurately

1. Ensure all tickets presented to the office are correct
2. Present a copy of each transaction to the customer after each delivery
3. Turn all sales tickets into the office daily
4. Ensure all cash receipts are turned in daily and are accurate

Submit daily trip reports

1. Submit trip report to supervisor daily
2. Fill out trip report completely and accurately
3. Inform your supervisor of discrepancies in your reports and invoices as soon as you are aware of them

Record inventories of fuels

1. Record inventories of fuels twice daily on truck and at bulk plant and station
2. Maintain shrinkages of less than 1/2 of 1%
3. Submit inventory report forms to your supervisor by _____ each day

Inform supervisor of outstanding conditions

1. Inform your supervisor of potential problems or potential new business opportunities directly or indirectly related to your department

Other Duties

The bulk petroleum salesperson will uphold cooperative policies, perform other duties as assigned by management, and will enforce and uphold the cooperative's credit policy.

Uphold cooperative policies

1. Uphold all cooperative policies

Perform other duties as assigned by management

1. Perform duties as requested by management

Enforce and uphold the cooperative's credit policy

1. Make credit terms known to all employees and customers
2. Do not charge to customers on COD
3. Do not extend credit to customers who have not been approved by the credit manager
4. Do not authorize customer charges that exceed set credit limits
5. Keep all personal accounts current