

Position Objective and Responsibilities

Job Title: Outside Salesperson

Reports To: _____ in the
_____ department.

Position Objective

The outside salesperson will sell services and 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 outside salesperson's responsibilities involve sales, inventory, reporting, maintenance, and other duties as assigned by management.

The outside 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, assisting in developing and promoting a marketing plan, making proper recommendations and applications of products sold, knowing prices of products and services, maintaining the 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

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

Inventory

Inventory involves analyzing and projecting customers' seasonal needs and assisting the general and department managers in periodically evaluating the product line.

Analyze and project customers' seasonal needs

1. Project customers' seasonal needs and submit a needs report to the general manager _____ times per year

Evaluate product lines

1. Compile feedback obtained during sales calls and submit an evaluation of product lines to management _____ monthly

Reporting

Reporting involves providing the general manager with a weekly itinerary and a weekly summary.

1. Provide a weekly itinerary of customers and potential customers to be contacted, including objectives of contacts, by _____ of each week
2. Provide weekly summary of calls made and results by _____ of each week
3. Promptly report any problems that require additional action

Maintenance

Maintenance involves maintaining the company vehicle and equipment for maximum performance, efficiency, and appearance.

1. Wash the company vehicle a minimum of _____ times per week
2. Keep an updated maintenance schedule on farm-call vehicle at all times

Other Duties

The outside 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