

Job Title: Flooring Specialist
Reports To: General Manager
FLSA Status: Exempt
Prepared Date: January 2013

Summary:

Sales Representative will be responsible for strategically planning and carrying out sales efforts to actively network and produce relationships with residential builders and remodelers, architects and interior designers.

Sales Representative will play a critical role in building brand awareness and customer loyalty while increasing sales and customer value by providing outstanding sales and service. Position will be responsible for building market share within a given region through calling from a qualified database of potential customers. This person will use techniques such as product knowledge, relationship building, sales events and presentations to build a customer base.

Education and/or Experience:

Bachelor's degree (B. A.) from four-year College or University Preferred and/or five years sales related experience and/or training.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Word, Excel, PowerPoint, and Outlook.

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Certificates, Licenses, Registrations:

Proven experience leading on all aspects of the sales process including lead generation, account strategy development, discovery/client needs analysis, proposal development, presentations, pricing & negotiations, contract execution and implementation.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Aggressively grow sales volume.

Tracks and reports all sales opportunities in MyDesign Project Management System.

Tracks and reports all contacts and companies in Highrise CRM tool.

Effectively target and sign on new residential builders and remodelers, architects and interior designers.

Assist in conflict resolution to obtain a win/win situation.

Accountable for achieving sales results within assigned markets.

Ability to think “outside the box” in term of business development.

Develop and maintain a strong relationship with all levels of the organization. Be a leader in motivating success.

Perform market research and analysis of opportunities for growth, involving product line extensions and entry into new markets.

Maintain and ensure compliance of company policies and operational budget guidelines and weekly and monthly reporting.

Coordinate and execute formal and informal product knowledge with residential builders and remodelers, architects and interior designers.

Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

Develop innovative ideas, advancements and solutions. Analyze information and draw reasonable conclusions.

Responsible for effective territory planning and sales performance measurement.

Analyze & recommend competitive marketplace opportunities.

Will serve as a liaison between the outside clients and in-showroom retail and design staff.

Keep management informed by submitting weekly activity and results reports.

The ability to forecast sales and hit targeted goals.

Execution of sales plans which maximize sales through implementation of key marketing strategies and utilization of “Best Practices” category management concepts.

Qualities:

Excellent communication and interpersonal skills required (oral, written and presentation).

Creative problem solver with exceptional follow-through and attention to detail skills.

Strong persuasive skills.

Works well in a team-oriented environment.

Strong work ethic with high amount of personal ownership of their work.

Ability to take the initiative and have a pro-active approach to solving problems with minimal supervision.

Enjoys a fast-paced and frequently changing environment, able to be responsive to multiple details and multiple tasks while minimizing errors.

Organized in approach of work execution and handling multiple tasks effectively.

This description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.