

Home Nursery Job Description

Revised 05/22/19

Territory: St. Louis, Southern Missouri, Central & Southern Illinois, Western Kentucky, Western Tennessee, Arkansas and Oklahoma

At Home Nursery we recognize the value of a successful sales team. We're seeking a qualified sales representative to help us sell the products and services that our customers have grown to rely on for almost 100 years. The sales representative joining our team should have a strong understanding of the sales process, excel at generating leads, building relationships, and closing deals. The ideal candidate will be a quick learner with strong negotiating skills, and the ability to showcase our products in a compelling way. Often tasked with attending networking events and trade shows, as well as participating in industry organizations it's essential that our sales rep be personable and professional.

Ultimately, you will help us grow our customer base and establish/enhance our reputation in your assigned region.

Job Title: Sales Representative

Organizational Relationship:

Reports directly to the Vice President of Sales & Marketing. If absent reports to Customer Service Coordinator

Major Goals and Responsibilities:

Meet weekly, monthly, and annual sales quotas through the successful implementation of sales strategies and tactics while building positive working relationships with existing clients to ensure exceptional service and identification of potential new sales opportunities

Prerequisites:

To be successful in this role, you should have:

- High motivation to meet sales goals and be target driven
- Proven track record in sales
- Proven success rate at levels above quotas
- Experience with CRM software and MS Office
- Ability to travel at least 50% of the time to see customers and company events
- Customer service and relationship management skills
- Negotiation and closing skills, territory management and prospecting skills, product knowledge and presentation skills

- Excellent communication, problem-solving, self-confidence, time management, and organizational skills
- Personal integrity and professionalism
- Bachelor's degree or 3-5 years in sales within the industry

Primary People Contacts:

Customers

Vice President of Sales and Marketing

Customer Service Coordinator

Shipping Manager

Product Development Specialist

Inventory Supervisor

Vice President of Finance and Accounting

Specific Responsibilities:

- Identify appropriate prospects, set appointments, make effective and timely qualifying sales calls, and manage sales cycle to close new business in all service categories offered
- Service existing accounts by visiting customer at least once a year, obtains orders and send weekly availabilities
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Resolves customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
- Establish, develop and maintain positive business and customer relationships
- Collaborate with sales representatives from different territories to share best practices and support a cohesive sales approach
- Coordinate sales effort with team members and other departments
- Attend sales meetings, trade shows and other industry events as assigned
- Supply management with reports on customer needs, problems, interests and potential for new products and services.
- Keep management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses.
- Monitor competition by gathering current marketplace information on pricing, products, new products, delivery schedules, etc.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional organizations
- Represent and understand our company's products and services, starting with a deep and comprehensive understanding and following with consumer research to identify how our solutions meet needs
- Continuously improve through feedback

- Represents company at customer sites, trade shows and industry events in a professional manner to positively promote company's image and product

Toughest Parts of the Job:

Dealing with difficult & dissatisfied customers

Scheduling appointments and traveling

Maintaining accurate description of plants during the growing season

Performance Feedback:

Annual performance evaluation

Customer comments

Achievement of sales goals