

JOB OBJECTIVES

To sell business equipment systems in required volumes to meet or exceed both the company and personal quota and income requirements

JOB DUTIES

Equipment maintenance and inventory

1. Sign out all equipment, supplies and accessories taken
2. Regularly check all systems for proper operation
3. Protect all equipment from abuse and theft
4. Make all requests for additional equipment and/or accessories in reasonable advance of the need

Order handling and processing

Turn in all orders promptly, properly signed, and filled out completely and legibly

Planning

1. Create a written daily, weekly, monthly and quarterly activity plan
2. Discuss these plans with the manager and keep him/her updated as requested

Territory Marketing

1. Initiate product or company mailings with phone or in-person follow up
2. Promote any conventions, trade shows, or product introductions within territory

Customer Service and Support

1. Insure that all customer equipment is installed as agreed and that the customer is completely satisfied
2. Periodically call on each customer to insure continued satisfaction and to obtain referrals
3. When required, collect money from the customer
4. Report and/or handle customer complaints
5. Work effectively with service technicians
6. Make all customers aware of new products or services that you feel may be of value to them
7. Teach the customer how to most effectively use all the features of the equipment

Personal

1. Always maintain positive businesslike behavior and appearance
2. Read books and attend seminars and meetings that will improve effectiveness

Prospecting

1. Make adequate new sales calls on potential buyers to secure appointments with the decision-making individuals
2. Make new business calls in all areas of the territory
3. Keep adequate records on potential buyers, current equipment and callback dates
4. Provide the manager accurate accounting of new-call activity on a routine basis

Analyzing Needs

1. Before making a demonstration, determine prospect's wants and needs
2. Be able to compare your products with that of the competitor's
3. Have complete product knowledge of your systems
4. Write sales proposals, when applicable

Handling Objections and Closing

1. Know and use various techniques of handling objections and closing sales
2. Be able to overcome objections created by competitive equipment
3. Be able to quickly calculate various equipment-acquisition options

General Sales and Management

1. Attend all sales meetings
2. Understand and apply, where necessary, all bulletins
3. Follow management's directives
4. Be supportive of your coworkers
5. Understand compensation plans and strategies