

## **Job Description for: Outside Sales - Branch**

### **Summary:**

Primary responsibility will be generating profitable (as determined by the company) orders from existing customers and new customers. Effectively provide appropriate information on various products, programs, and/or services offered by the company; build strong customer relations; generate sales through excellent customer service, add-on, and up-selling; and represent the company in an ethical and professional manner at all times.

### **Essential Duties and Responsibilities:**

- Conduct self in a professional and ethical manner at all times. Treat external and internal customers and associates with courtesy and respect.
- Make personal sales calls at the customer's establishments on a regular basis. Introduce and educate the customer as to product lines, availability, pricing, delivery, etc. Determine customer needs and other opportunities. Prepare and conduct presentations as appropriate.
- Maintain and pursue business through telephone communications where appropriate.
- Actively & routinely pursue new customers and/or opportunities. Maintain key customer relationships, develop and implement strategies for expanding the company's customer base.
- Provide job quotes as needed. Follow up to gain sale or determine where we were on lost sales.
- Continuously update product knowledge. Stay informed and educated as to product inventory and applicability. Understand product applications and help customers in their selections. Continuously update customers on product offerings, changes, and enhancements.
- Enter customer orders as needed.
- Resolve customer complaints timely and effectively.
- Keep customers informed of all relevant company policies, regarding purchases, returns, credit terms, etc.
- Effectively attend conferences, trade shows, and other customer/sales functions as appropriate.
- Organize joint sales calls and attend with vendors to secure mutual business.
- Provide excellent customer service, performing any functions necessary to take care of customers. Provide excellent follow-through, be responsive to the customer. While in store, assist at counter, entering and filling orders, receiving and stocking material as needed. Know location of material in warehouse.

- Effectively utilize appropriate resources and technology to enhance ability to effectively service customers, including email, quotations software, etc.
- Socialize with and entertain customers where appropriate.
- Perform miscellaneous tasks as needed.
- Perform all transactions and interactions with honesty and integrity at all times.
- Assist in year end physical inventories at various branch locations as requested.

**Skills and Abilities:**

- Able to prospect customers/accounts.
- Capable of preserving confidential or sensitive information.
- Effective time management, organization and multi-tasking skills.
- Effective people skills to deal with customers, owners, buyers, employees.
- Strong communication skills both verbal and written.
- Ability to exude professionalism, tact, diplomacy and sensitivity.
- Team player, able to work well under pressure.
- Computer aptitude. Proficient in Microsoft Word, and Excel, and Outlook or other appropriate email software.

**Physical Requirements:**

While performing the duties of this job, the employee is regularly required to talk or hear; read and identify numbers and apply sound reasoning and logic in performing daily tasks. The employee is regularly required to stand; walk; use hands and arms to finger, handle, feel, carry, or reach, occasionally required to climb, stoop, kneel, crouch. The employee is frequently required to lift up to 25 lbs. and occasionally required to lift up to 50 lbs.