



POSITION DESCRIPTION

POSITION TITLE: Outside Sales Representative

DEPARTMENT: Sales

CLASSIFICATION: Regular Full-Time, Commission

APPROVED BY: Mike Wier

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Sales Manager

POSITIONS SUPERVISED: None

ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. **Research, compile and contact potential directory advertising customers.**
 - a. Study directory sales market to locate advertisers best suited for our directory.
 - b. Organize and contact sales leads generated by the company.
 - c. Study directory publishing information such as; print quantity, distribution, directory features, competitor book information, rate sheets, etc. as is necessary to make effective sales presentations.
 - d. Plan and execute sales assignments in the most efficient manner by maximizing the number of sales calls per day and minimizing travel expense.

2. **Prepare and present professional sales presentations to advertising customers.**
 - a. Prepare for sales calls by gathering appropriate information for the advertiser, preparing spec. art or ad samples, etc. prior to making sales call.
 - b. Set appointments with potential advertisers by either phone contact or cold call techniques.
 - c. Make effective sales presentations following the company yellow page sales process.
 - d. Effectively overcome customer sales objections.
 - e. Accurately, timely and clearly submit sales contracts and forms to management.

3. **Promote company directories in local markets.**
 - a. Join local business organizations and attend business events to network with local business owners.
 - b. Attend, make presentations or display our directories at community events such as fairs and rodeos.
 - c. Trade-out and or purchase advertising in local markets to increase awareness of our directories.
 - d. Identify necessary improvements to our directories that will increase usage and advertising.

4. **Coordinate and supervise local directory distribution.**
 - a. Personally deliver directories to businesses in the local markets.
 - b. In areas where door-to-door delivery is required, find and contract with companies to warehouse directories for delivery, contact and hire delivery contractors, follow-up and audit delivery of directories.
 - c. In areas where required, set-up directory rack locations and ensure racks will be re-filled during the year.

 5. **Provide support to company management.**
 - a. Provide administrative support to the Sales Manager as needed.
 - b. Keep Sales Manager informed of sales activities and any significant problems encountered.
 - c. Attend and participate in meetings as required.
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PERFORMANCE MEASUREMENTS

1. Sales performance relative to goals.
 2. Interaction with customers, manager and production staff.
 3. Accuracy and readability of written sales documents.
 4. Timely completion of sales assignments.
 5. Organization and efficiency of executing sales campaigns.
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QUALIFICATIONS

EDUCATION/CERTIFICATION: High School Diploma. Must have a valid driver's license.

REQUIRED KNOWLEDGE: None.

EXPERIENCE REQUIRED: 2 - 4 years outside media sales experience.

SKILLS / ABILITIES: Good planning and organization skills.
Good customer relation skills.
Driven to attain goals.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

TRAVEL / PREMISE SALES: Will work in the field, traveling to advertising appointments. Will spend considerable time driving both in town and on highways. Required to travel extensively, including overnight and extended business travel assignments, which could be several weeks in duration. Required to make multiple sales presentations per day, which will require driving and/or walking to customer's places of business, getting in and out of vehicles and getting in and out of customer's premises. Required to write detailed information on forms. Required daily to text sales call results using cellular telephone. Occasionally required to lift 20 lbs.
