

## **Marketing & Sales Specialist (Outside Sales Specialist) – Job Description**

### Summary:

Provides excellent customer service, be able to recognize sign opportunities and present solutions in a knowledgeable and professional manner. Accurately assesses all customer interior and exterior signage needs and accurately quote all customers' signage needs. Develop lasting customer relationships. Assist with social media marketing efforts, outside/direct marketing programs and networking through community

involvement. Applicants should be able to bring new ideas and improvements to business practices; remain

fair, respectful, ethical and moral in all situations; and work well both independently and as part of a team.

### Essential Duties and Responsibilities:

- Stop and see every business in his/her region.
  - o Offices
  - o Restaurants
  - o Industrial parks
  - o ALL businesses and organizations
- Introduce SIGN\*A\*RAMA to businesses and explain the promotional materials and specials
- Introduce services provided
- Build rapport with potential customers
- Explain versatility of SIGN\*A\*RAMA
- Follow up on all leads, pricing and prepare quotes
- Bring back business card, art files, logos, etc. and information needed to quote potential jobs
- Deliver quotes in a timely fashion (generally 24-hrs or less)
- Follow up on outstanding quotes
- Obtain at least 50% down payment and payment in full upon completion with every order not on account
- Work closely with the Production Area to answer any questions they may have concerning current work orders
- Accurately fill in sign layout forms
- Maintain a consistent and organized follow up system
- Remarket areas every three months
- Obtain referrals: determine contact name, phone number, e-mail and provide follow up with that referral.
- Cross train in other areas of the store to maintain a fully functioning store at all times.
- Assist in operating and managing the store when needed
- Maintain an organized, clean and professional store appearance at all times.
- Support owner as needed with reports, invoices and paperwork.
- And any additional duties assigned by owner.

### Qualifications:

Ideal candidate will have at least an Associate's Degree in business/marketing or similar and one-year experience in a direct sales role. Some experience with graphic design, construction, signs or fine arts is preferred. Non-degreed candidates with 3+ years of related experience will be considered.

- Must be computer knowledgeable and willing to learn to be proficient in various software programs.
- Must also pass basic math and spelling tests.
- Must be proficient in English usage, including spelling, grammar, punctuation, and proofreading.
- Possess a good understanding of basic sales and marketing tactics.

### Desirable Personal Characteristics Include:

- Outgoing personality and willingness to work with the public on a daily basis.
- Excellent organizational skills
- Excellent communication and customer service skills
- Good reasoning abilities and sound judgment
- Ability to deal with confidential information appropriately
- Ability to work independently on projects and as a member of a team
- Must have the ability to stand on feet or walk for long periods of time