



Title: Sales Associate

Department: Sales Division – Richmond, VA

Reports to: Sales Manager

Job Description:

Responsible for all sales activities, from lead generation through close in an assigned territory. Develops and implements agreed upon Marketing Plan which will meet both personal and business goals of expanding customer base in the marketing area. Works within the sales and support teams for the achievement of customer satisfaction, revenue generation, and long-term account goals in line with company vision and values.

Responsibilities:

- Complete understanding of pricing and proposal models.
- Maximizes all opportunities in the process of closing a sale resulting in the taking of market share from larger competitors.
- Sells consultatively and makes recommendations to prospects and clients of the various solutions the company offers to their business issues.
- Develops a database of qualified leads through referrals, telephone canvassing, face to face cold calling on business owners, direct mail, email, and networking.
- Assists in the implementation of company marketing plans as needed.
- Responsible for sourcing and developing client relationships and referrals.
- Demonstrates the ability to gather, submit detailed business information for underwriting, pricing, and presentation of solutions to identified prospects' business problems.
- Maintains accurate records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities within their assigned territory, including the use of Microsoft Outlook to maintain accurate records to maximize territory potential.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Participates and contributes to the development of educational programs offered to clients, prospects and company employees.

Relationships and Roles:

Internal / External Cooperation

- Maintain contact with all clients in the market area to ensure high levels of Client Satisfaction.
- Demonstrate ability to interact and cooperate with all company employees.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.
- Proactively establish and maintain effective working team relationships with all support departments.

Job Specifications:

- 2-5 years of experience in sales.
- Strong understanding of customer and market dynamics and requirements.
- Proven ability to achieve sales quotas.