



## Direct Sales Representative

<b>Job Title:</b> Direct Sales Representative	<b>Department:</b> Direct Sales
<b>Reports to:</b> Customer Service Manager	<b>Revision Date:</b> October 19, 2021

### **Position Overview**

The Direct Sales Representative is primarily responsible for all selling and customer service activities as assigned by the Customer Service Manager. She/He has hands on responsibility for all aspects of the day-to-day customer selling activities and services which include but is not limited to: incoming sales activities via phone, fax, web, chat, and walk-in, acquiring market intelligence, handling customer service requests, tradeshow attendance and assisting the department whenever necessary to elevate the sales and customer service process.

### **Specific Responsibilities include:**

- Responsiveness – Responds to customer requests in a timely fashion whether live via phone or online chat or follow up to email or web requests.
- Finds Resolutions – Works effectively internally and with Beacon's vendors and partners to identify solutions for customers, present all options and fulfill customers needs to their satisfaction.
- Product Knowledge – Maintains a working knowledge of Beacon's product offering and is able to articulate intended use of products and features and benefits to the customer.
- Sales Effectiveness – Listens to the customer to understand their overall needs and is able to effectively sell alternative products or add-on items to meet customer needs and help the team obtain sales objectives.
- Data Entry – Accurately and completely enters all data pertaining to customer contact information, account contacts for Accounts Payable, shipping and billing addresses and order entry.
- Documentation – Is diligent about documentation of customer and vendor communication to ensure accurate metrics and customer satisfaction.
- Trade Shows – Attends industry events and trades shows, as necessary, to service customers and to obtain and maintain industry knowledge needed to effectively serve customers.
- Customer Experience – Strives daily to deliver a quality customer experience in every interaction. Works closely with Customer Service Manager to identify and implement process improvements to elevate overall customer satisfaction.
- Other duties as required/assigned by manager.

**Successful candidates will have the following knowledge, skills and abilities:**

To perform the job successfully, an individual should be able to demonstrate the competencies or have attained the skill levels listed below:

- Call Center or Inside Sales experience and understanding of athletic sports and field maintenance, with emphasis on the sport of baseball/softball.
- Highly organized and efficient; capable of working in a fast-paced environment.
- Exceptional communication skills – Ability to clearly communicate ideas and information through excellent written and verbal communication both internally and externally.
- Multi-tasking Skills - Ability to multi-task and prioritize day to day responsibilities and services in an unpredictable environment.
- Technical Competency – Demonstrate the ability to learn and navigate sophisticated ERP systems related to order entry, customer accounts, and Customer Relationship Management.
- Problem Solving Skills – Demonstrate the ability to analyze a problem for root causes and develop effective solutions to serve both customer and internal team member needs.
- Intellectual Curiosity – Actively seeks new information and ideas to improve personal, departmental and Company processes.
- Microsoft Office Applications – Demonstrate proficiency in Word, Excel, and Outlook.

**Compensation:**

Competitive package including salary, commission and insurance