

THE POOL & SPA CENTER, LLC



Job Title: Sales Associate (Full-Time)

Location: Appleton , Wisconsin

Dennis Larson - Owner

Job Description:

Responsible for all sales activities, from lead generation through close. 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:

- Demonstrates technical selling skills and product knowledge in all areas.
- Complete understanding of pricing and proposal templates.
- Maximizes all opportunities in the process of closing a sale resulting in the taking of market share from larger competitors.
- Assists in the implementation of company marketing / advertising plans as needed.
- Responsible for sourcing and developing client relationships and referrals.
- Maintains accurate records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities in order to gauge close ratio.
- 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 (Pool / Spa School), prospects and company employees.
- 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, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.

Essential Functions:

- Strong understanding of customer demographics, market dynamics and requirements.
- Willingness to travel and work in a team.
- Proven ability to achieve sales goals.
- Be full of bright ideas and ways to sell the product. He/she must be creative and have good interpersonal skills which shall help put the point across.
- Be aware and update on the products and service details offered by The Pool and Spa Center.
- Maintain a fun and energetic personality with clients and staff