



Roles and Responsibilities Sales Professional

Philosophy:

Aligned with the Maschmeyer Concrete Mission Statement and Core Values, the Sales Professional builds customer relationships that result in profitable business for the organization by:

- Developing deep personal relationships with account decision-makers;
- Securing sales volume and margin that meet organizational expectations;
- Enhancing customer service capability by creating a partnering relationship between all departments of the organization, specifically by fostering effective communication with customer service and operations;
- Assisting in the collection of revenue and administration of accounts when necessary to meet organizational expectations; and
- Continuous improvement by following processes and techniques prescribed by education and training initiatives.

Relationships:

Deep personal relationships are evident when the following results are observed:

Customer Projects Sold at Premium Pricing. The Sales Professional does not get caught up in customer relationships that are all about the “lowest price.” Deep relationships are evident when projects are secured at a minimum of equivalent and, preferably at premium prices, documented by written confirmation of competitor quotations.

Ability to Consistently Sell Most Desirable Projects. The customer relationship forged by the Sales Professional allows the company to secure projects that are most profitable for the organization. Certain customers prefer not to give one company all of their work. Therefore, the Sales Professional’s goal is to secure the projects that are in the company’s best interest.

Accurate Sales Projections. The Sales Professional has a deep relationship with customers when volume projections for the next six months are accurate within acceptable limits set by the organization and the total volume projection for the next two months varies by no more than 5%.

Industry and Civic Associations Involvement. The Sales Professional is actively involved in applicable industry and civic associations to represent the company and fully understand the needs of customers, industry, and the community. Each Sales Professional has the goal of being involved in two industry and/or civic associations.

Portfolio Mgmt: Defined. Each market typically has more customers than an individual company can service. The objective of the organization is to identify, select and nurture relationships with specific customers and projects that will maximize revenue, margin, and profit.

Implementing Bid Strategy. Bid strategies are developed by the Sales Manager and Inside Sales Team utilizing backlog information from the sales projections, bid estimating and project profitability analysis, customer relationships, availability of upcoming work and market dynamics. The Sales Professional implements the organization's bid strategies for the individual projects identified. There is communication shared between the sales team to help strategize and review what it will take to achieve the project.

Securing the Most Profitable Volumes. The Sales Professional reviews Project Profitability Analysis reports for all projects and ensures the organization constantly works to maximize earnings, ultimately ensuring the organization does not engage in unprofitable projects. The Sales Professional makes every attempt to sell all building materials and products offered by the organization in addition to introducing value-added sales.

Competitive Feedback. The Sales Professional secures competitor quotes from customers, from which the organization develops an understanding of the competition's market and pricing strategies. When a project is lost, the organization should understand which competitor secured the project, at what price, and why the competitor received the order.

Customer Service: Developing Partnerships with Customers by Being the Customer's Advocate to the Organization. The Sales Professional ensures the departments within the organization understand customer needs. To accomplish this, the Sales Professional frequently assesses the organization's performance by soliciting customer feedback. The results of the feedback are communicated during the weekly sales meeting. Note that feedback to the organization should be both positive and negative to celebrate and reinforce "customer service heroes" within the organization.

Developing Partnerships with Customers by Being the Advocate for the Organization to the Customer. The Sales Professional creates the opportunity for a business partnership between the organization and the customer. For example, the Sales Professional must champion the need for accurate information in customer service. A key tool to achieve this objective is the "order snapshot." The Sales Professional shall also have a solid understanding of the technical properties of ready mixed concrete, constituent materials, building materials, concrete products, and basic troubleshooting in the field and knowledge of value-added product solutions. The Sales Professional shall be fully apprised of quality control expectations of the organization and will maintain ACI Level I and basic masonry certifications, as a minimum.

Customer Interaction. The Sales Professional engages in thirty personal customer interactions weekly. The interaction should result in a productive exchange of information concerning marketing, pricing, project leads, technical and personal issues. The Sales Professional ensures intimate interaction and relationship building with a diverse sample of customers by dining with customers and attending entertainment events with customers on a regular basis.

Results Driven:

Achieving Volume and Margin Expectations. The Sales Professional secures volume and margin established by the Sales Manager in concert with the Latest Annual Estimate (LAE). Problems or obstacles to meeting expectations are promptly addressed with the appropriate management personnel.

Collecting Revenue. The Sales Professional is involved in collecting revenue as necessary when the Aging Report of the account rolls into the 60 to 90 days past due, working in conjunction with the Credit Manager.

Accurate Projections. The Sales Professional accurately projects volumes each month, keeping forecast accuracy within targeted ranges.

Track Won Loss Report. The Sales Professional effectively manages and tracks the “Won-Loss” report within Commandquote.

Processes:

Ability to Learn. The Sales Professional attends periodic continuing education and training programs as established by the Sales Manager, exhibiting a willingness and desire to learn in pursuit of continuous improvement and increased company earnings.

Accurate and Timely Reporting. The Sales Professional submits necessary reports in an accurate and timely fashion.

Pre-Call Planning and Post-Call Review. The Sales Professional always plans calls by identifying both objectives and potential obstacles before visiting with customers. When necessary, calls are thoughtfully reviewed after completion with other Sales Professionals, the Sales Manager, or other team members as appropriate to identify areas for improvement and to maximize revenue opportunities.

Weekly Planning. The Sales Professional proactively and formally plans each week. This person submits a Weekly Sales Planner electronically to the Sales Manager and Sales Team for each subsequent week prior to the end of the current week. The Sales Professional documents tasks, goals, functions and sales calls specific to day and time in a formal manner.

Coaching. The Sales Professional should be prepared at any time to spend field time with the Sales Manager. During this interaction, the Sales Manager will review the Weekly Sales Plan and customer notes while providing guidance and feedback.