

**JOB TITLE:** DEALER SALES REPRESENTATIVE  
**REPORTS TO:** REGIONAL SALES MANAGER  
**DATE:** OCTOBER 2023  
**FLSA STATUS:** EXEMPT

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**SUMMARY:** Responsible for promoting the sale of company masonry and landscape products by establishing and maintaining relationships with landscape contractors, retail centers, and home and garden centers; by consulting with engineers and architects, state and local governmental agencies, home builders, and homeowners; and by attracting new customers and servicing current customer needs.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** include but are not limited to the following responsibilities. Other duties may be assigned as needed.

- Promotes a culture of Safety.
- Develops customer prospect lists and pursues sales and marketing strategies to obtain new customers and increase the level of business from existing accounts.
- Works with prospective and established customers in pricing and securing orders, effectively follow-up to assure that orders are fulfilled on time to ensure customer satisfaction.
- Provides product consultation to engineers, architects, contractors, and homeowners.
- Promotes and sells company products, develops appropriate product knowledge, and maintains current pricing information to achieve desired profit margins.
- Effectively communicates and responds to diverse customer environments and needs. Handles customer complaints and problems promptly.
- Coordinates and conducts promotional seminars for landscape products.
- Works closely with customer accounts to ensure timely collections.
- Operates forklift and loads customer products as needed.
- Assists with inside sales of all products and maintenance of company assets.

## **QUALIFICATIONS REQUIRED**

### **Education, experience, and skills:**

- Ability and desire to conduct business transactions and customer relationships in a highly ethical manner.
- Must exhibit a high level of understanding of masonry and building products and related construction materials along with previous experience in sales, merchandising, advertising, or market analysis.
- Basic understanding of construction blueprint and site/landscaping layout.
- Excellent oral and written communication skills.
- Self-motivated, able to work without direct supervision; adapt easily to diverse customer base.
- Requires sound decision making and good math skills.
- Must be able to drive a forklift.
- Basic operation knowledge of computers, calculators, and audio/visual equipment. Industry specific software experience is a plus.
- Engineering and construction background are very helpful.
- Position requires travel (limited overnight), a valid driver's license, vehicle operating ability, and a good driving record to maintain insurability.

**Physical, mental, and environmental requirements:** May need to occasionally carry product samples weighing up to 50 pounds each. Must be able to set up demonstrations and seminars requiring moving and lifting audio/visual equipment and arranging displays with products weighing 10 – 110 pounds. Requires good vision and visual perspective including colors and shapes. Also requires walking, standing, reaching, climbing, pushing, pulling, and grasping physical activities. Position involves some exposure to seasonal Midwest weather conditions including summer heat and winter cold when at job sites.