

1. Summary

As Sales Representatives, individuals will work closely with customers and their regional sales team to grow and promote the sale of Schletter products including, but not limited to, generating new business opportunities, qualifying leads, developing long-term customer relationships, implementing strategic plans, and managing assigned customer accounts. Sales Representatives are the first line of contact with all new customers and along with their regional sales team, Sales Representatives establish and maintain long-term business relationships with new and current customer base. This position is part of the Sales Department and reports to the Regional Sales Manager.

2. Responsibilities

- Integrate and align sales plans for assigned customers
- Prepare action plans for effective search of sales leads and prospects within assigned sales region
- Develop profitable and sustainable sales growth through engagement with current and potential customers within assigned sales region
- Perform B2B sales activities from lead generation through closure in the Solar industry
- Meet or exceed sales goals as assigned by Regional Sales Manager
- Schedule regular, in-person customer meetings (2-4 per week), establish and maintain productive, long-term professional relationships with decision makers at customer organizations and create action plans for follow-up; Key accounts require monthly visit
- Close and grow sales through professional communication and interaction with current and potential customers and provide exemplary customer service throughout the sales cycle
- Collect and maintain information on the requirements, organization, budget and preferences of current and potential customers; Be well versed in the customer's problems and goals
- Manage and interpret customer requirements – speaking with clients to understand, anticipate, and meet their needs
- Maintain high customer satisfaction ratings that meet company standards
- Support customers with technical advice
- Create and maintain account plans for assigned customers highlighting profile, market share, competition and value opportunities
- Communicate sales or service opportunities and customer concerns or suggestions
- Identify, investigate, track and resolve customer concerns or complaints, identify trends, implement solutions, and recommend a course of action on how to alleviate these in the future
- Coordinate sales team to provide exemplary service to customers and work closely with other company departments to prevent and resolve issues in project design, production, quality control or logistics
- Research sources for developing prospective customers and for information to determine their potential
- Expand market awareness of our products and our industry experience by communicating features and benefits of our products and services effectively
- Maintain records of customer communications and contact information as required
- Prepare responses to RFP (request for proposals) and RFI (request for information)
- Attend and participate in trade shows, conferences and other marketing events
- Maintain awareness of pertinent client information, future plans, payment performance; communicate any client information that may affect company decisions to appropriate departments as needed
- Maintain knowledgeable of the design tools and price calculations
- Communicate market requirements and market data with marketing and sales teams

- Maintain through understanding of residential, industrial and utility scale market, customers and competitors, with a primary focus on assigned sales region
- Maintain knowledge of competitor products and identify and report intelligence on competitor pricing or marketing strategies
- Maintain current Schletter product knowledge
- Demonstrate and explain best practices in installation techniques for all Schletter products
- Perform sales status reporting functions on an ongoing and timely basis including activity, closings, follow-up, and adherence to goals
- Reasonably set the customer's expectations

3. Knowledge and Skill Requirements

- Bachelor's Degree in business or technical discipline AND 5-7 years of proven direct technical sales
- OR the following education and experience requirements may substitute for above: Associates Degree in business or technical discipline AND 8-10 years of proven direct technical sales
- Solar industry sales experience or solar installation experience a requirement for this sales position. Applicants lacking solar experience must start at the Project Integrator level
- Valid driver's license and clean driving record required
- Highly proficient level computer skills including Microsoft Office (especially Excel, PowerPoint, Word and Outlook) required
- Experience working with a CRM tool highly preferred
- Ability to create, compose, and edit written materials effectively and accurately
- Strong and effective interpersonal, communication (both verbal and written), organizational and negotiation skills for a wide variety of audiences, including ability to effectively communicate with individuals within the organization as well as with clients
- Ability to persuade and influence others
- Knowledge of contracting and negotiating
- Ability to develop and deliver presentations in a professional way to a wide variety of audiences
- Ability to multitask and effectively manage several projects simultaneously
- Demonstrated ability to work in stressful situations and remain calm
- Must have proven closing experience
- Strong ability to routinely work on multiple, unrelated tasks while effectively prioritizing and keeping track of deadlines
- Strong organizational skills and ability to meet tight deadlines in an environment of competing priorities with a degree of autonomy and integrity
- Intellectual curiosity and a desire to learn from others
- Consistently dependable, reliable and punctual
- Must be able to thrive in a fast-paced, dynamic and entrepreneurial work environment
- Knowledge of advertising and sales promotion techniques
- Visibility requires maintaining a professional appearance and providing a positive company image to the public
- Ability to climb ladders and visit rooftops if required
- Willingness to work a flexible schedule and travel up to 75% of the time visiting current and potential customers
- Great attention to detail required

JOB DESCRIPTION ACKNOWLEDGMENT TO FOLLOW



Job Description (Sales Representative)

By signing below, I confirm that I have read and had the opportunity to ask questions about the responsibilities and requirements outlined in this job description. Furthermore I acknowledge and confirm my understanding and acceptance of the responsibilities and requirements for this position as outlined in this job description. Management has the right to revise this job description at any time. The job description is not a contract for employment and either you or the employer may terminate employment at any time, for any reason.

Employee Signature

Printed Name

Date