

## Frostline, Inc. – Job Description

Title: Sales Associate – Suburban Chicago Territory

Department: Sales – Elk Grove Village, IL

Reports to: Sales and Marketing Manager – Elk Grove Village, IL

### Job Objective:

- Responsible for all sales activities, from lead generation through close in an assigned territory.
- Implements an agreed upon Marketing & Sales Plan which will meet both individual and business goals of maintaining and expanding the customer base in the marketing area, and increasing revenue.
- Works within the sales team and with all supporting roles within the organization to achieve a high level of customer satisfaction, increased revenue generation, and long-term account goals that are in line with Frostline's vision and values.

### Responsibilities:

\* Responsible for the sales of Audio & Visual Communication Products & Services, Custom Audio/Visual Systems Design & Installation Services, and associated training services with a focus on educational and corporate customers. Current market focus is 80% education and 20% corporate. Product scope may change to include new product offerings and/or to drop offerings that lose viability in the market. Sales Associates are expected to adapt to these changes and to establish/maintain product and service knowledge on an ongoing basis.

\* Demonstrate technical selling skills and product knowledge in all areas listed above. The Sales Associate must be able to give effective presentation of the entire range of Frostline's product and service offerings.

\* A complete understanding of pricing and proposal models & methods and to apply them on a day-to-day basis.

\* Demonstrate the ability to carry on a productive business conversation with business owners and decision makers.

\* Ownership of project management, customer management and customer training roles during business engagements or project installations.

\* Maximize all opportunities in the process of closing a sale resulting in the growth of market share in all targeted categories.

- \* Sell consultatively and to recommend the best possible solution to prospective clients while working within the constraints of cost, schedule and requirements to address their business needs and issues.

- \* Develop and maintain an accurate database of qualified leads through referrals, telephone canvassing, face to face meetings, cold calling, direct mail, email, and networking.

- \* Assist in the implementation of company marketing plans as needed.

- \* Create effective quotations, proposals, bid and RFP responses that identify prospects' business problems, the effects of the problems, and Frostline's solutions to their problems.

- \* Demonstrate the ability to gather and submit detailed business information for pricing, and presentation of solutions to identified prospects' business problems.

- \* Maintain accurate records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities within their assigned territory, including the use of Microsoft Outlook and other appropriate tools to maintain accurate records to maximize territory potential.

- \* Adhere to all company policies, procedures and general business ethics.

- \* Participate in and contribute to the development of educational programs offered to clients, prospects and company employees.

#### Relationships and Roles:

- \* Maintain contact with all clients in the market area to ensure high levels of Client Satisfaction.

- \* Demonstrate the ability to interact and cooperate with all Frostline employees.

- \* Build trust, value the knowledge and opinions of others, communicate effectively, drive and execute plans to completion, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate a high level of integrity and accountability.

- \* Maintain professional internal and external relationships that uphold company core values.

- \* Proactively establish and maintain effective working team relationships with all supporting team members including external vendors and/or suppliers.

#### Job Specifications:

- \* 2-5 years of experience in sales in a related industry with a proven record of success.

- \* Experience within the Audio/Visual industry is preferred but not a requirement.
- \* Strong understanding of customer relationship management, market dynamics and the disciplined gathering of technical requirements.
- \* Willingness to travel regularly by car within the assigned sales territory.
- \* Proven ability to achieve sales goals at an individual level and at the company level.

If you would like to be considered for this position, please email a cover letter and resume to [resumes@frostlineinc.com](mailto:resumes@frostlineinc.com)

Thank you for your interest in Frostline.