

Job Description and Standards of Performance

<u>Position Title:</u> Majors/National Salesperson	<u>Affiliation:</u> PNG
<i>Specialization: Majors/National Advertising</i>	
<u>Department:</u> Advertising	<u>Department #:</u>
<u>Date Updated:</u> 4/18/07	<u>Updated by:</u> Rob Blethen
	<u>Job Code #:</u> 42V067

Position Purpose/Objective:

To increase advertising revenue by professionally presenting and selling Majors/National advertising opportunities into the company's portfolio of products and services to existing and potential customers and to deliver high quality customer service.

All core duties are listed before supporting duties. The relative importance of duties relates to the anticipated impact of that duty to the business, department, customer, and/or product.

Position Duties	Meets Expectations When:
Achieve sales targets for Majors/National zone through successfully defining buyer needs, overcoming objections, negotiating account contracts and closing sales. CORE	Salesperson is able to successfully complete all phases of sales process including developing target account lists, conducting needs analyses, developing advertising plans, negotiating optimal contracts and achieving a successful outcome. Efforts result in achieving sales targets based on department performance standards.
Salesperson is responsible for developing new accounts and achieving new National/Majors dollars for BMN. CORE	New dollars are generated from upselling base of existing customers and adding new accounts or activating inactive accounts. New account targets are met.
Minimizes credits and adjustments. CORE	Credits and adjustments resulting from salesperson error meet department performance standards.
Displays thorough account/territory knowledge. Has thorough understanding of business segments for which he/she is responsible. CORE	Salesperson is knowledgeable regarding accounts and maintains complete customer records. Is knowledgeable regarding agencies of record and can explain progress made by either coordinator or representative firm. Can

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	<p>explain changes in spending patterns and implements corrective actions to achieve sales targets. Ensures credit compliance and communicates contract fulfillment status to customers regularly. Possesses thorough understanding of Majors/National categories and opportunities from each in this market.</p>
<p>Salesperson has solid working knowledge of company's portfolio of products and services and leverages that knowledge to increase revenue.</p> <p>CORE</p>	<p>Salesperson is conversant with company's portfolio of products and services and supporting information including circulation/penetration, market research data, production requirements, etc. Offers and can explain all company product lines including rates and contract options, etc. as required to achieve revenue targets..</p>
<p>Salesperson has solid working knowledge of all competition in territory.</p> <p>CORE</p>	<p>Salesperson is conversant regarding all competitive threats in territory and is able to articulate relative benefits of advertising in BMN products.</p>
<p>Salesperson represents the company in a professional manner and demonstrates a strong customer service orientation.</p> <p>CORE</p>	<p>Salesperson strives to exceed customer expectations. Customer concerns are anticipated and handled as efficiently as possible. Salesperson works well with co-workers and other departments in team-spirited, positive manner. Account representative dresses in professional, business attire and presents a professional manner at all times.</p>
<p>Salesperson uses available technology to support sales/production efforts as needed.</p> <p>SUPPORTING</p>	<p>Salesperson possesses adequate knowledge of all pertinent software/systems necessary to perform sales and related duties efficiently.</p>
<p>Other related duties as assigned.</p> <p>SUPPORTING</p>	<p>Additional related duties are performed on time in a satisfactory manner.</p>

Required Education and/or Experience/Knowledge:

Minimum of college degree or related experience is required. Sales experience is required.

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Required Skills:

Demonstrated sales skills

Excellent negotiating skills

Excellent communication and customer service skills

Time management and organizational skills

Ability to handle multiple projects and priorities in a fast-paced environment

Computer skills including word processing, spreadsheets, presentation software and e-mail

Professional attire required

This position reports to:

Display Advertising Manager