

Job Description and Standards of Performance

Position Title: Advertising Telephone Salesperson Affiliation: PNG
Specialization:
Department: Advertising Department #:
Date Updated: 4/18/07 Updated by: Rob Blethen Job Code #:
Released 8/28/00

Position Purpose/Objective:

To increase advertising revenue by professionally presenting and selling advertising opportunities into the company's portfolio of products and services to existing and potential customers via "remote" means (i.e. telephone, e-mail, etc.)
 To provide 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:
Achieves sales targets for zone through successfully defining buyer needs, overcoming objections 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 and achieving a successful outcome. Efforts result in achieving sales targets based on department performance standards.
Advertising representative is responsible for developing new accounts and achieving new dollars within their sales territories. 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. Can explain changes in spending patterns and implements corrective actions to achieve sales targets. Ensures credit compliance and

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	<p>communicates contract fulfillment status to customers regularly.</p> <p>Possesses thorough understanding of business segment for which he/she is responsible .</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 should strive to exceed customer expectations. Customer concerns are anticipated and handled as efficiently as possible. Salesperson works well with co-workers and other departments in a team-spirited, positive manner.</p> <p>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, including producing and processing of ad/sales materials.</p> <p>SUPPORTING</p>	<p>Salesperson possesses adequate knowledge of all pertinent software/systems necessary to perform sales and related duties efficiently. Ads are built efficiently and reflect customer desires. Errors are minimized.</p>
<p>Performs additional 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.

Required Skills:

Demonstrated sales 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 work processing, spreadsheets, presentation software and e-mail

Professional attire required

This position reports to:

Group Sales Manager