**Counter Sales**

The Counter Salesperson will increase sales and customer satisfaction by efficiently and courteously assisting walk-in and telephone customers in the selection and acquisition of needed products, by applying technical knowledge to satisfy customer needs.

**Job Duties**

**Sales Ability/ Persuasiveness**

* **Advises** and actively upsells customers on complimentary products beyond the original order.
* **Demonstrates** ability to integrate industry partners (e.g. manufacturers, rep agency staff, etc.) into sales opportunities.
* **Sells & promotes** the items and products that we stock – provides alternative suggestions to customers who request other products, and successfully converts initial customer requests to stock brands.
* **Learns** and demonstrates understanding of basic business analytic skills and their application to customers’ businesses (e.g. builder, plumber, contractor, consumer, etc.).
* **Understands and explains** how the company differentiates from our direct and indirect competition.
* **Incorporates** the selling process within proposal writing and pricing models to match company expectations.
* **Educates** customers on how to differentiate from competitors, and assists customers in increasing their selling skills.
* **Builds** **relationships** – Learns the value of relationships and views building relationships as a critical success tool.
* **Demonstrates** effective Presentation Skills to successfully influence and communicate with various audience types and sizes.

**Customer Focus**

* **Analyzes** customer’s current and future needs to quickly determine if they can be helped at the Counter or if they need to be passed to the next level of customer service / sales.
* **Builds and maintains** customer relationships.
* **Meets and greets** all customers at point of sale with service, respect, and knowledge.
* **Adds value** to customer and internal interactions by understanding customer business models.
* **Uses** company-provided systems for improved planning, history collection, and to adopt new behaviors.
* **Understands** the customer’s business including metrics, definitions of success, hierarchy, decision-making, etc.
* **Establishes** “trusted advisor” status to become a business resource for customers in the relationship selling process.
* **Recognizes** different customer types within the supply chain and adjusts approach with each for optimal results.
* **Demonstrates** active listening skills to add value to customer and internal interactions.
* **Conducts** themselves in an acceptable and polite fashion in the workplace to both customers and coworkers.

**Managing Work**

* **Learns** **and demonstrates** effective time management practices involving planning and scheduling daily, monthly, and annual activities and priorities.
* **Keeps** and maintains a neat counter area and product displays.
* **Reviews** open order report on a weekly basis.
* **Learns** and demonstrates ability to organize electronic and paper-based information.
* **Expands** organizational skills to include additional leadership responsibilities.
* **Establishes S.M.A.R.T. goals** in line with company goals and values. Implements action plans with timelines with deliverables and measure results.

**Navigating Within the Organization**

* **Learns** and uses organizational resources and escalation processes for issue resolution.
* **Respects** and appropriately uses the internal chain of command.
* **Establishes** team relationships (e.g. Manager/Branch peers/Corporate network) for improved job effectiveness.
* **Expands** immediate problem-resolution network to include ancillary network contacts and uses internal resources (internet, industry marketing, customer service, supply chain, etc.) to get things done.
* **Demonstrates** comprehensive company product knowledge - and can articulate competitive advantage.
* **Demonstrates** comprehensive industry knowledge and can apply it to enhance decision-making effectiveness.
* **Leverages** a deep understanding of the company’s internal processes and policies to advise customers and develop a course of action to deliver mutually beneficial results.

**Contributing to Team Success**

* **Operates effectively** within vertical and horizontal teams.
* **Demonstrates** effective delegation and limited-scope management of others on direct tasks.
* **Assumes responsibility** for team outcomes.
* **Leverages** team interactions for improved individual effectiveness and actively participates in team activities to share best practices.
* **Exhibits** positive outlook, camaraderie, and passion for the job, business, customers, and team.

**Technical / Professional Knowledge & Skills**

* **Identifies** buying habit changes and relays that information to appropriate people within the organization.
* **Learns** and demonstrates competence in features and functionality of all product lines.
* **Expands** product knowledge base in their primary sales industry and into other sales industries.
* **Demonstrates** appropriate application of all product offerings and solutions in customer environments.
* **Adds value** to customer and internal interactions by understanding the market, customers, suppliers, and competitors.
* **Understands** the nuances of competitor product offerings as well as their target audience and strategies on how they reach that audience
* **Provides** market specific product needs and price points.
* **Conveys** accurate messages, ideas, and decisions through clear verbal and written communication.
* **Maintains** professional appearance according to the employee handbook.
* **Attends and participates** in all meetings and events necessary for team success.
* **Demonstrates** proficiency with related computer systems and applications (e.g. Microsoft Outlook, Word, Excel, PowerPoint, email, CRM, etc.).
* **Understands** own organization’s profit model and makes sound decisions and recommendations to maximize.
* **Identifies** and diagnoses the root of problems and takes uses strategic steps to solve or prevent new or recurring problems.

**Leading through Vision & Values**

* **Leads** branch and corporate initiatives and mentoring activities.
* **Balances** the role of strong customer advocate with the role of good company steward with resources and time.
* **Learns,** knows, understands, and projects the company history, mission, vision, and values.

**Quality Orientation**

* **Follows procedures -** Accurately and carefully follows established procedures for completing work tasks.
* **Ensures high-quality output –** Oversees personal and team job processes, tasks, and work products to ensure freedom from errors, omissions, or defects.
* **Takes action -** Initiates action to correct quality problems and notifies others of quality issues as appropriate.

**Perform other duties as assigned. Adhere to the rules and regulations as set forth in the Employee Handbook.**

**Job Requirements**

* **Education:**
* High school diploma/GED required
* **Experience:**
	+ Minimum 2 years in similar position preferred
	+ Minimum 1 year in progressive position (2 years preferred)
	+ Product/applications experience required
	+ Wholesale distribution experience preferred
* **Physical:**
	+ Must be able to lift up to 50lbs
	+ Must be able to stand on your feet up to 8hrs daily