



Job Description

Outside Small/Mid Market Sales Representative

Department: Sales	FLSA Classification: Exempt / Salary
Supervisor: Regional Sales Manager	EEO Classification: Sales Worker
Updated: February 25, 2021	Status: Full Time

Summary:

In this Sales position you will identify and cultivate new prospects in the small and middle market business segments. Introduction to established business referral partners within a set of business verticals with the goal to further develop and foster these relationships.

Essential Functions:

1. Proactive prospecting for our 30-90 day Sales Cycle to identify immediate Clients and Partners:
 - 50% Importance to job measured by:
 - Identify who the decision maker is and the size of the Company by verification calls and business drop-ins
 - Develop referrals via research through various platforms such as Linked In, Google, etc.
2. Manage and develop relationships with potential Prospects:
 - 25% (10-15% during onboarding phase) Importance to job measured by:
 - Development of Partners
 - Visibility in our community and our markets through proactive networking such as BNI, local Chamber of Commerce, etc.
3. Comprehensive understanding of our Actual Sales Process:
 - 25% (15% during onboarding phase) Importance to job measured by:
 - Comprehensive knowledge of our current Sales Client Relationship Management (CRM) system- discovery, demoing, follow-ups, quotes, etc.
4. Continuous learning through Strategic Trainings and Development:
 - 10% (80%+ during first 30 days- 20% during balance between onboarding/offboarding phases) Importance to job measured by:
 - Understanding our Products, Services, and Business through continuous training
 - Developing business process skills
 - Internal Company meetings such as weekly sales calls, trainings, meetings, etc.



Essential Duties and Responsibilities include the following. Other duties may be assigned to meet business needs.

- Build professional networks across multiple disciplines, industries and verticals
- Foster business referral partner relationships as a trusted advisor
- Develop new business referral partners to expand the network
- Achieve sales goals through custom tailored solutions
- Execute multi-point sales strategy: business referral partner development, vertical target marketing entrenchment, vendor partner development, cold call prospecting
- LinkedIn approaches and direct multimedia campaigns
- Provide consultative styled service for the customer
- Submit activity reports concerning customer-related activities for quotes, orders, and problems concerning customer/vendor relationships
- Establish new accounts by organizing and planning daily work schedule to build on existing or potential sales outlets
- Perform any directly related appropriate duties assigned by the sales manager
- Follow all organization's policies, practices, and procedures
- Participate in proactive team efforts to achieve departmental and company goals
- Provide leadership to others through example and sharing of knowledge/skill
- This position is primarily remote however, regular attendance may be requirement for meetings and events
- Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice

Knowledge/Skills/Abilities:

- Articulate, excellent communication and follow up skills
- Highly self-motivated, with a sense of urgency
- Self-starter
- Well organized
- Ability to build positive internal relationships at all levels of an organization
- Ability to perform duties with minimum supervision
- Familiarity with different sales techniques and pipeline management
- Proficient in technology and dealing with equipment and software

Education/Experience/Requirements:

- Bachelor's degree or equivalent level of training required
- 2 years minimum experience in Business to Business sales with cold calling experience and quota driven results (Industry preferred but not required)



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- Must have some level of established relationships, networks, or other accelerators
 - Willingness to regularly travel within the region
 - Payroll experience and/or working knowledge of payroll process, a plus
 - Must have valid driver's license and proof of insurance

Physical Demands:

Moderate physical activity performing somewhat strenuous daily activities of a primarily administrative nature. Includes sitting and/or standing for extended periods of time with the ability to lift up to 25 lbs.

Manual dexterity sufficient to reach/handle items, works with the fingers and perceives attributes of objects and materials.

As an employee of Certipay, you will be required to comply with all Company policies and procedures. Violations of the Company's policies may lead to immediate termination of your employment. Further, the Company's premises, including all workspaces, furniture, documents and other tangible materials, and all information technology resources of the Company (including computers, data and other electronic files, and all internet and e-mail) are subject to oversight and inspection by the Company at any time. Company employees should have no expectation of privacy with regard to any Company premises, materials, resources or information.

_____ Print Name

_____ Signature/Date

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