



Player/Coach – Sales Producer/Manager

Job Description

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Job Description – Sales Producer/Manager in a Player/Coach Role

Explore an exciting opportunity at Action Cleaners and Restoration (ACR), an established fire, flood, and disaster recovery services and cleaning company with highly trained divisions handling water damage, fire damage, mold remediation, specialized cleaning, and expert rug care. ACR has been the premier Chicagoland Restoration and Carpet Cleaning Specialist Since 1986.

ACR is looking for a Sales Producer/Manager that can lead through their own sales productivity example and their sales management skills to mentor, motivate, and maximize the productivity of another sales rep and, potentially, an expanding sales team. If you have a successful track record within this industry delivering personal sales results and managing strong results from a small to mid-sized sales team, we want to hear from you!

This position will require a seasoned, dynamic, and driven business professional with strong management, sales, communication and presentation experience. This individual will be providing the driving force for the company's sales expansion across multiple highly attractive market segments, that each hold significant growth potential.

Ideal candidates will be experienced sales executives that have been accountable for Local, Regional, and National Sales efforts, including prospecting, relationship building, networking, closing agreements/contracts, managing program implementation, reporting, and strategic account management to grow the business.

This individual will spend considerable time working with professional insurance claims adjusters, agents, property managers, building contractors, and the owners of the businesses that they each serve.

The ultimate goal in this role is to build and maintain long-term, profitable relationships within the property and casualty insurance industry and the related businesses and entities, with ACR providing a full suite of first-class recovery and restorative services.

This individual would serve as a Producer/Manager, or as we refer to it, a Player/Coach, with one sales representative under his development right now. The company is eager to expand the success and growth of the business, and would look to expand the sales team aggressively in the future, based on proven, profitable performance.

Position Requirements/Areas of Involvement

Attitude

- A **goal-oriented**, driven performer with a high degree of self-motivation and ambition.
- An open, **authentic**, honest individual with **high moral and ethical standards** that embody the first-class services ACR provides.
- An individual with the ability to flourish in a competitive and fast-paced environment, with a strong desire to win the business that ACR's outstanding services can provide.
- A personable and engaging leader that can build relationships across many market segments and a close coaching relationship with sales rep working for them.

Communication

- Customer Service
 - Manages difficult or emotional customer situations;
 - Responds promptly to customer needs;
 - Solicits customer feedback to improve service; and
 - Responds to requests for service and assistance.
- Interpersonal Communication Skills
 - Focuses on solving conflict, not blaming;
 - Maintains confidentiality;
 - Listens to others without interrupting;
 - Keeps emotions under control;
 - Remains open to others' ideas and tries new things;
 - Gives full attention to what other people are saying and taking time to understand the points being made; and
 - Provides information on a clear and timely manner to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Language Skills
 - Ability to read, analyze, and interpret company services documentation and marketing material, general business periodicals, professional journals, technical procedures, or governmental regulations;
 - Ability to write reports, business correspondence, and promotional materials; and

- Ability to effectively present information and respond to questions from groups of managers, clients, customers, or attendees of educational seminars or webinars that ACR will participate in.
- Oral Communication
 - Speaks clearly and persuasively in positive or negative situations;
 - Listens and gets clarification;
 - Responds well to questions;
 - Demonstrates group presentation skills; and
 - Participates in meetings.
- Written Communication
 - Writes clearly and informatively;
 - Edits work for spelling and grammar; and
 - Varies writing style to meet needs.

Experience

- Five years of industry-related sales experience, with at least 2 years industry related sales management experience. Knowledge of competitors within this space.
- Bachelor's degree in business, sales, or marketing or equivalent training in business and sales management.
- A sales or business development and expansion background is critical, particularly experience acting as a senior relationship manager for major accounts and market contacts, with multiple levels of decision makers.
- Solid experience **proactively growing existing accounts** with new products and expanded services, and referrals.
- Experience working effectively **in a small environment that is changing and continually growing**.
- Direct claims management and/or property insurance experience a desired plus.
- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Experience designing and implementing incentive programs that have a high success ratio for motivation and production that allows company to exceed targets.

- General knowledge of technical procedures involved in cleaning and restoration services and related industry or governmental regulations and principles that apply to this space.

Innovation and Motivation

- Displays original thinking and creativity and develops innovative approaches and ideas.
- Meets challenges with resourcefulness and generates suggestions for improving work.
- Presents ideas and information in a manner that gets others' attention.
- Continually refines the ACR sales presentation materials and the sales process to best address the specific needs of each target customer segment.
- Plan and direct staffing, training, and performance evaluations to develop and mentor sales representatives.
- Continually challenge how the individual manages their own time and the time of others to always drive towards the goal of maximum time spent selling and doing client and prospect facing work.
- Have and use the ability to come up with unusual or clever ideas to break into an account or to develop creative ways to connect to industry contacts.
- Always updating and using relevant knowledge – Whether staying on top of the company's competition, their services, marketing methods and their pricing, or keeping up-to-date technically with the latest sales tools and tactics, this individual will need to continually be applying new knowledge, experience, and insight to their individual and team performance.
- Analyze sales statistics gathered by accounting team to determine sales weaknesses, patterns that can be improved, and continually improve how well the pipeline turns into the revenue line.
- Sets and achieves challenging goals and always measures self and sales staff against ACR standard of excellence.
- Plan for and operate incentive programs that motivate members of their team to reach or exceed sales targets.

Planning and Reporting

- Planning/Organizing
 - Prioritizes and plans work activities and time management for themselves and any sales staff; and
 - Sets goals and objectives and develops realistic action plans to achieve them.
- Review their own personal performance reports and records as well as those for any sales representatives they are managing on a daily, weekly, monthly, and annual basis.
- Maintain all database records to allow ACR to most effectively utilize direct mail, electronic marketing through newsletters, and e-mail campaigns along with regular customer follow-up procedures.
- Prepare reports of business transactions and expense account usage.
- Provide input that assists in determining competitive pricing, services offered, and any promotional programs that can drive business.
- Assist with the preparation of sales forecasts, budgets, and planned expenditures.
- Plan and direct staffing, training, and performance evaluations to develop and mentor sales representatives.
- Provide continually updated projected sales pipelines.
- Provide summary reporting for management to review Sales Manager and Sales Rep production, growth, and areas for improvement.

Problem Solving

- Problem Solving
 - Identifies and resolves problems in a timely manner;
 - Gathers and analyzes information skillfully;
 - Develops alternative solutions;
 - Works well in group problem solving situations;
 - Uses reason even when dealing with emotional topics;
 - Demonstrates resilience, and the ability to cope with rejection;
 - Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization or information exists;
 - Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form;

- The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem; and
- Demonstrates flexibility and ability to make things happen and drive through objections in order to achieve goals or resolve problems.

Proven Business Development Performance

Core Competencies

- A proven senior sales executive with related industry experience that will ramp up quickly and be responsible for their own production, targets, territory, and accounts.
- A strong, hands-on sales manager/coach that can drive above target production from one or more reps.
- An individual who will perform in this position without ACR management needing to have a high level of involvement or supervision.

Business Acumen

- Understands business implications of decisions.
- Displays orientation to profitability.
- Demonstrates knowledge of market and competition.
- Aligns work with strategic and financial goals.

Activities this individual will be leading or substantially involved in:

- Maintain and develop relationships with existing customers via meetings, telephone calls, and e-mails, with customer retention and growth in mind.
- Stimulate interest in additional services that ACR provides to current customers. Expand the diversity and volume of jobs that they are bringing to ACR.
- Actively develop referral business through that customer's network, as well as their own.
- E-mail, call, and visit potential customers to prospect for new business relationships.
- Work with ACR management to negotiate the terms of an agreement and closing new relationships.
- Represent the organization at trade exhibitions, events, and demonstrations.
- Act as a senior management contact between ACR and its existing and potential markets and contacts.
- Maintain detailed knowledge of the company's products or services as well as industry associations and practices.
- Gather market and customer information and gain a clear understanding of customers' businesses and requirements.

- Travel is heavily weighted to the local Chicagoland geographic area, though ACR's client base is building rapidly in the multi-state great lakes region. ACR has also begun to have success nationally through provider networks, and direct relationships with business groups and associations.

Sales Management

The individual will be responsible for the combined performance of the team, as well as ensuring that everyone within their team individually reaches their targets.

Activities this individual will be leading or substantially involved in:

- Work with ACR management to allocate accounts and prospects, establish sales territories, quotas, and goals all based on fairness and ongoing proven production to sales executive and sales manager.
- Manage salesperson so that they are regularly appraised and continually developed, to allow for their greatest effectiveness and capability over time.
- Make sure that the salesperson is appropriately trained in soft skills and in ACR product and services knowledge to allow a wide ranging portfolio of prospects and services to be developed in the territory.
- Make frequent client visits with salesperson to help close business, monitor the salesperson's development (giving advice and guidance), and ensure that the ACR presentation is appropriate to the client and fit for the purpose of that meeting.
- Prepare a forecast monthly, quarterly, and annually for sales by person and by market segment and monitor and manage changes to the forecast to ensure that the pipeline of activity is always sufficient to meet the allocated target(s).
- Hold internal meetings with the sales rep at sufficient frequency to allow analysis of their sales activities, check their productivity, and provide direction about next steps required.
- Design sales campaigns and other activities to meet allocated targets for each prospect group and service offered across the company.
- Analyze sales statistics gathered by accounting team to determine sales strengths and weaknesses by person and by market, patterns and processes that can be improved, and how well the pipeline turns into the revenue line.

- Work with other ACR team members to conduct regionally located training classes as requested by any of the firms' customers, prospects, or target markets in water- and fire-related topics, to build awareness of the company, respect for the level of service we provide, and generate leads for new business.
- Direct and review any activities where sales involvement is needed by the service, accounting, and management team members.
- Provide Input for Marketing and Sales Related Materials
 - Business development tools.
 - Public Relations Campaigns.
 - Customer Case Studies and Testimonials.
 - Marketing Partners With Related Products and Services.
 - Trade Shows and Other Industry Events the Company can be participating in.
 - Technical topic material that supports both the services ACR offers and the unique quality and proven reliability that ACR brings to those services.
- Recruit and train new sales staff, when needed.

Skills

- **Management** and motivation skills to grow the existing sales representative's performance significantly to match the untapped opportunity in all of the company's market segments.
- **Prospecting for new business** through each of ACR's target market segments.
- **Networking** with customers, prospects, agents, adjusters, and every other contact group to build the new business pipeline and recognition of ACR's outstanding capabilities.
- **Handling objections**, multiple decision makers, and dependencies between adjusters, agents, and other key contacts.
- Strong **oral** and **written communication skills** when dealing with other ACR team members, prospects, customers, vendors, and marketing partners.
- Demonstratable experience **growing existing accounts** with new services or expanded portion of the work they give to ACR.
- Time management - managing one's own time and the time of others.

- Ability to follow a sales process/system, and continually suggest improvements to that system.
- Ability to learn and teach new concepts, sales methods, or systems for tracking clients and prospects.
- Sales and Marketing – Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Software Fluency/Computer Skills

To perform this job successfully, an individual should have previous experience with or be a quick learner of software including:

- Microsoft Outlook for E-mail;
- Microsoft Word and PowerPoint for producing client communication, proposals, and specialized presentations;
- Fluency using ACT for contact management and scheduling;
- Internet Explorer for Customer and Prospect Research;
- Excel Spreadsheet software for pipeline reports, and direct marketing and telemarketing lists; and
- Other related software, such as Constant Contact for E-mail marketing, or Linked In for network development.

Work Habits

- Adaptability
 - Adapts to changes in the work environment;
 - Manages competing demands;
 - Changes approach or method to best fit the situation; and
 - Able to deal with frequent change, delays, or unexpected events that are inherent to this business.
- Attendance/Punctuality
 - Is consistently at work and on time for company, customer, and prospect meetings and activities; and
 - Ensures work responsibilities are covered when absent, on appointments, or tied up with a customer need.
- Dependability
 - Follows instructions;
 - Responds to management direction;
 - Takes responsibility for own actions;

- Commits to long hours of work when necessary to reach goals or respond in a business that operates 24/7/365; and
 - Completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative
 - Volunteers readily;
 - Undertakes self-development activities;
 - Seeks increased responsibilities;
 - Looks for and takes advantage of opportunities;
 - Asks for and offers help when needed; and
 - Has the skills to work both independently and as part of a team.
- Judgment
 - Displays willingness to make decisions;
 - Exhibits sound and accurate judgment;
 - Supports and explains reasoning for decisions;
 - Includes appropriate people in decision-making process; and
 - Makes timely decisions.
- Professionalism
 - Treats others, internally and externally, with respect and consideration regardless of their status or position;
 - Accepts responsibility for own actions and follows through on commitments; and
 - Always has a professional and smart appearance, particularly when liaising with clients, prospects, or industry contacts.
- Quality
 - Demonstrates accuracy and thoroughness;
 - Looks for ways to improve and promote quality;
 - Applies feedback to improve performance; and
 - Monitors own work and that of any staff to ensure quality.
- Quantity
 - Understands ACR's unwavering dedication to quality and customer satisfaction, and can deliver the same;
 - Meets and strives to continually exceed productivity standards individually and manages their achievement by the sales team as a whole; and
 - Manages their own time and that of the sales representative to maximize their productivity, best selling times and methods, and continually raises the bar for results achieved from time invested.

- Speed
 - Strong sense of urgency in all that you do, as this is often an emergency response business, and contacts will be making evaluations of our responsiveness from the very first sales call, in minutes, not hours, or in hours, not days; and
 - Reacts well under pressure, understanding that ACR customers are often dealing with major disruptions to their business or home lives.

- Teamwork
 - Balances team and individual responsibilities;
 - Exhibits objectivity and openness to others' views;
 - Gives and welcomes feedback;
 - Contributes to building a positive team spirit;
 - Puts success of team above own interests;
 - Able to build morale and group commitments to goals and objectives; and
 - Supports everyone's efforts to succeed.

Target Production

ACR believes that an All-Star Sales Producer working the existing market coverage for ACR, could ramp up with experience, training, and a building pipeline to produce \$3-4 million in revenue to the firm annually.

ACR recognizes that some of these relationships, particularly the larger companies, and the large loss customer base can take some time to develop the trust and the credibility required for them to engage us on jobs that they have.

ACR also recognizes, that within each of the primary market segments – adjusters, agents, property managers, building contractors, and provider networks, there are many potential clients that can be closed almost immediately, because of how well ACR can meet the needs that they have, and the likely problems that they have experienced using other firms.

The Sales Producer/Manager will need to build a strong short term, mid-term, and long-term pipeline, and consistently add to that pipeline with new client contacts, while closing those relationships where we can meet their need and we have effectively communicated that to win the business.

Sales Manager as a Producer

Minimum expectation of first year Sales Manager's personal sales of \$1,000,000, ramped up over 12 months. Quota would be set each year based on the results of the previous year, the increased penetration of each segment that the company has built their business plan upon, and continued growth in the network of contacts and the effectiveness of the individual as a Sales Producer.

Sales Manager as a Manager

Minimum expectation of first year sales rep sales under Sales Manager's guidance and development of \$750K ramped up from current level of \$300-\$500K. Experience has proven that \$500K is achievable for one rep with very limited marketing support, without a full-time active Sales Manager to develop that role or that individual or their pipeline of prospects and, thus, a level of \$750K/year in Year 1 is reasonable and a level to build on in years to come.

What Does ACR Provide That Has A Huge Impact On The Success of a Great Candidate?

- Significant ongoing training in sales, sales management, and marketing.
- Regular industry training and orientation for the target segments of adjusters, agents, property managers, building contractors, government agencies, and corporations.
- Extensive training on ACR services and products that candidate can be cross selling with every contact and relationship.
- Active electronic and traditional marketing program

Electronic

- Website as a lead generator – Redesign in progress and improvements will be ongoing.
- Search engine optimization – Targeted keyword search engine advertising campaign.
- Aggressive electronic marketing campaign through newsletters and educational webinars for brand building, reputation development, and lead generation.
- Press releases and relationship building with all local and industry contacts and media.

Traditional

- Yellow Pages advertising in all geographic markets ACR covers.
 - Industry association involvement with trade show attendance, access to member lists, and provisions for educational materials.
 - Advertising in industry publications.
- Most important of all? ACR has an incredible team of highly dedicated and trained individuals that deliver first-class services that put customer satisfaction and quality first, so you and your sales team can focus on sales.