

Inside Sales Person Job Description

Under supervision of the Sales Manager, the primary duty of “inside” sales persons is to sell flooring products to customers in the stores, service customer accounts, and assure a desired level of profitability on each sale.

Primary Duties and Responsibilities

Selling to customers

Sell flooring products and related services.

- Greet customers as soon as they enter the store, in accordance with store's “UPs” or rotation policy.
- Use key-questions to qualify customers.
- Establish good mutual communications.
- Assess customer needs.
- Establish and present a solution that answers their needs.
- Present alternative solutions, as appropriate.
- Handle objections.
- Ask for the sale.
 - When customer is unsure of need, present available product offerings

Handling samples

- If customer wishes to take home product samples, collect the required deposit amount.
- Accept and process the customer's deposit made via check, cash, or credit card.
- Explain time that samples are due back to the store
- Explain limit to the number of samples that may be taken out at one time.
- Fill out forms to record samples taken out by customer, and file in designated area.

Writing sales orders

- Estimate amount of product required by customer, then estimate customer's price.
- For retail customers, collect deposit equal to a % of estimated cost (determined by individual store policy).
- Schedule measurement of area.
- Enter order on sales forms and into computerized sales system.
- For commercial accounts, handle the customer according to store policy, which may include different forms, different credit policies, etc.

Scheduling measurements and installations

- If product installation will be provided by the store, write up installation sheet, including directions to site.
- Schedule an appointment to take a measurement, including date and time.
- Reserve product, if in stock.
- Arrange installation date and time with customer, and note install date on sales order.
- Hold all copies of sales order until site measurement is complete.
- After measurement, receive install sheet with corrected data.
- Check final measurement against original estimate, then call customer with final price. Gain customer approval to go ahead with order.
- Request and collect additional deposit money, as required.
- Inform customer of product availability, and if out of stock, when it will be available. Reschedule installation, as necessary.

Maintain a level of professional knowledge about flooring products.

- Complete product knowledge training for all products carried by the store.
- On regular basis, review the information made available by management regarding flooring product lines offered by manufacturers.
- Review management online resources, manufacturers' literature, and industry publications to update product knowledge.
- Review knowledge and ask questions of manufacturers' representatives during their visits to stores

- Visit online websites of industry associations and manufacturers to gather information.
- Review marketing literature and product specifications for new and improved floor covering products and related materials

Product and Operations Responsibility

- Establish sales goals with Sales Manager.
- Measure and track key individual sales metrics and evaluate individual performance with Sales Manager.
- Complete agreed-upon store training programs, in a timeframe agreed upon with Sales Manager.
- With Sales Manager, review progress toward training program completion.
- Maintain awareness of preferred selling practices, as part of ongoing discussions with Sales Manager
- Follow-up with new customer by mailing thank-you cards with a personal message and signature.

Assist in store promotions and events.

- Review upcoming promotions and events with Sales Manager.
- Offer ideas, comments, and critiques for upcoming activities and recent activities.
- Confirm role expectations for upcoming promotions and events with Sales Manager.
- Note and record specific dates and timeframe for each promotion and/or special event.
- With the Sales Manager and other sales staff, coordinate decisions regarding customers to contact about upcoming promotions and events.
- Actively participate in the implementation of the promotion and/or event.
- Review customer and sales activity results for each promotional event.
- Offer feedback for improving and modifying future promotions and events.

Customer Assistance

Sell products to customers.

- Assist customers in use and knowledge of types of flooring.
- Provide product education to customers during review of flooring products.

- Sell products to customers.

Follow up on orders.

- Contact customers as soon as possible when aware of a problem with their order.
- Contact customers to confirm installation date.
- Respond to inquiries from customers concerning installations and products.
- Notify customers if installation will be delayed.
- After installation, contact customers to confirm that the products and installation were satisfactory.

Store Maintenance

Assist in maintaining store cleanliness and organization of samples.

- Replace samples removed from displays during store visits, and assist other store personnel in returning sample materials to displays as time permits,
- As requested by the Sales Manager, work with store personnel to re-set the store and displays.
- Maintain store neatness and cleanliness by removing unnecessary or discarded materials, packaging, or papers.

Competencies

Selling Skills – be able to demonstrate the fundamentals of professional selling, including:

- The ability to establish relationships of mutual trust.
- The ability to demonstrate an orientation to profitability.
- The ability to evaluate the competition.
- The ability to respond promptly to requests for service and assistance.
- The ability to discern customer needs.
- The ability to match customer needs to management solutions.
- The ability to follow-up on sales to assure customer satisfaction.
- The ability to influence actions and opinions of others.

Problem Solving – the ability to apply critical thinking skills to resolve issues related to selling and customer service, including:

- The ability to collect and interpret data.
- The ability to suggest alternative solutions.
- The ability to use reason even when dealing with emotional topics.

Planning and Organizing -- be able to plan and organize in a logical and systematic manner to accomplish a desired result, including:

- The ability to perform tasks accurately and thoroughly.
- The ability to complete tasks correctly and on time.
- The ability to prioritize and plan work activities.
- The ability to use time efficiently.
- The ability to set personal, professional goals and objectives.

Communications – be able to communicate effectively and efficiently both orally and in writing, including:

- The ability to listen well to others, without interrupting unnecessarily.
- The ability to speak clearly and persuasively.
- The ability to solicit and respond appropriately to questions.
- The ability to make effective presentations in both one-on-one and group situations.
- The ability to read, analyze and interpret general business periodicals, professional journals, or technical procedures.

Teamwork – be able to work effectively in a team setting including:

- The ability to be objective and open to others' points of view.
- The ability to build individual commitments to group goals and objectives.
- The ability to encourage individual efforts to succeed.
- The ability to accept feedback from others.

Ethics – be able to demonstrate behaviors that reflect a high degree of integrity and that uphold the company’s values, including:

- The ability to inspire the trust of others.
- The ability to treat others with respect and consideration.
- The ability to follow through on commitments.
- The ability to accept responsibility for own actions.
- The ability to follow policies and procedures.
- The ability to uphold the values and principles of management.

Interpersonal Skills – be able to foster relationships with management, co-workers, and customers that include the following:

- Relationships of mutual trust.
- The ability to approach others in a tactful manner.
- The ability to maintain confidentiality.
- The ability to keep emotions under control.
- The ability to receive, evaluate and respond to new ideas.

Qualifications

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- High school degree
- PLUS one year of retail sales experience.

Mathematical Skills

- Ability to understand and effectively communicate numerical data.
- Ability to calculate figures and amounts such as discounts, interest, commissions, and percentages.

Computer Skills

- Knowledge of computer operating system software

Reporting Relationships

- Reports to Sales Manager
- Supervises none
- Not exempt from Fair Labor Standards overtime requirements