



JOB DESCRIPTION

JOB TITLE: Residential Sales Consultant

DEPARTMENT: Direct Sales

JOB SUMMARY:

- The Customer Acquisition Specialist is responsible for the promotion and sale of MaxxSouth Broadband products and services to include high-speed Internet, video, voice and related Internet of Things (IOT) solutions. This role focuses on both individual sales to single family units and sales to multiple dwelling unit residents through relationships with property management.
- The Customer Acquisition Specialist (Field Sales) will be responsible for acquiring new residential customers within an assigned geographic area. The Customer Acquisition Specialist will visit potential customers at their residence and review their current entertainment and telecommunication preferences - all with the goal of winning back or upgrading their existing services.
- The Customer Acquisition Specialist reports to the Supervisor, Direct Sales. There are no direct reports to this position.

ESSENTIAL JOB FUNCTIONS:

The Customer Acquisition Specialist is accountable for:

- Driving business growth by:
 - Acquiring new residential and multiple dwelling unit customers within an assigned geographic area;
 - Delivering in-person sales presentations by using selling techniques to leverage the position of Buckeye Broadband to promote the products and services we offer;
 - Advising potential customers using a consultative approach; reviewing their current telecommunication preferences with the intent to sell, win back, or upgrade current services;
 - Addressing and resolving customer-related issues in a manner that promotes highest customer satisfaction while maintaining profitability;
 - Guiding the decision-making process and overcoming objections to close the sale;
 - Working closely with the MDU Account Managers to execute sales programs for housing events to maximize lead conversion, sales revenue and profitability;
 - Networking to identify and contact customers and developers moving into or building new home subdivisions and making sales presentations.
- Exercising independent judgement and discretion in the performance of duties and meeting customer expectations by:
 - Meeting and/or exceeding sales objectives and monthly revenue quotas;
 - Remaining current on technical information regarding our products and services as well as the competitive landscape;
 - Maintaining accurate and timely orders, service qualifications and any necessary paperwork that is relevant to the sales process;
 - Maintaining customer database by documenting all activities, transactions, and communications with customers;
 - Attending and participating in all scheduled team meetings;
 - Following and enforcing the Company's policies and procedures, including the EEO guidelines and safety, at all times;
 - Performing any miscellaneous department duties as needed.

JOB REQUIREMENTS

Education and Experience

- High school diploma or equivalent - required
- Associates degree in business or marketing- preferred
- 2 Years of door-to-door/face-to-face sales experience - highly preferred
- Sales background in television, wireless or other telecommunication products - highly preferred

Core Competencies

- Agile - Embraces change; adaptable and flexible; sense of urgency;
- Innovative - Uses critical thinking; Creativity; Continuous learning; Challenges the status quo;
- Customer Focused - External/Internal; Creates the exceptional customer experience; demonstrates a sales and service mentality;
- Collaborative - Teamwork, Proactive knowledge sharing, Constructive Conflict;
- Accountable - See it, Own it, Solve it, Do it; Hold each other accountable.

Skills

- Demonstrates ability to work in fast-paced environment driven by ambitious revenue goals.
- Demonstrates ability to work both independently and with others in a team setting.
- Adaptable to change and demonstrated ability to meet deadlines, while operating under a sense of urgency.
- Ability to recognize needs and initiate resolutions to meet customer needs with little or no supervision.
- Effective written and verbal communication skills.
- Demonstrates effective selling/closing skills using a consultative sales approach.
- Displays exceptional work ethic, time management, and organization skills.

Other Requirements

- Background record that meets Company standards.
- Valid driver's license and driving record that meets company standards at all times.
- Reliable means of transportation at all times.
- Punctuality and good attendance.
- Present professional appearance and demeanor.
- Strictly maintains confidentiality of financial and/or other information acquired in the course of work; discloses only when authorized, unless legally obligated to do so

PHYSICAL DEMANDS

Walking, kneeling, standing, stooping, sitting, driving, hearing, talking, vision (close, distant, color, depth perception, adjust focus), and use of hands and fingers. Light lifting of 25 lbs. is occasionally needed.

WORKING CONDITIONS

- The Customer Acquisition Specialist is a full-time, commissioned exempt position. The regular workweek is typically 40 hours per week, with additional hours as needed to complete and meet sales quotas, or attend events, including weekends, evenings and/or holidays.
- The Customer Acquisition Specialist is required to drive on the job as needed and is subject to regular MVR checks. He/she must maintain a valid driver's license and maintain a driving record the meets Company standards for an insurable driver at all times. Any time these conditions are not met, he/she must not drive on the job and must immediately report it to his/her supervisor.

- The Company is a drug-free workplace. All employees are required to adhere to the Company's drug-free workplace programs and policies. Pre-employment testing is mandatory along with random testing throughout continued employment.
- The duties assigned, the hours worked, and the status of this position is subject to change as the needs of the company changes.

USE OF COMPANY RESOURCES, EQUIPMENT AND CONFIDENTIAL INFORMATION

Company resources, equipment, and information are provided to employees to facilitate work. They may not be used for purposes other than work without proper authorization. Any unauthorized use of Company resources, equipment, or information is strictly prohibited. Any unauthorized use of customer data or any other company information gained via any company resource is a breach of confidentiality and is strictly prohibited. Any unauthorized use of company resources, equipment information, and/or breaches of confidentiality may be cause for termination of employment.

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required.