



Job Description – Precision Laser Sales Representative
(All Sales Team)

Summary: Supports the company's sales goals through professional sales techniques. Has a detailed knowledge of the products that they are selling. Maintains great customer service and quality relations with existing accounts and generates new clientele through marketing efforts and company provided leads.

Duties and Responsibilities: Include the following descriptions:

- I. Develops maximum sales potential out of assigned territory through competitive sales techniques and knowledge of the company's products and services.
- II. Compiles lists of prospective customers for use as sales leads, based on any information from sources related to the business concept, attending trade shows, web sites, business directories and any other related sources.
- III. Have a general knowledge of competitors and the competitor's strengths and weaknesses.
- IV. Builds and maintains quality relations with existing and assigned accounts and increases account base and volume of sales on a consistent basis. Contacts customers via telephone, e-mail, correspondence or in person by traveling as frequently as necessary to meet and surpass profitable sales goals for the company.
- V. Displays and demonstrate detailed PLI product knowledge for training and selling purposes. Can demonstrate all related products using samples, demos, and/or catalogs to emphasize product features.
- VI. Reevaluates work and client base on a regular basis to enable themselves to stay abreast of market conditions, regarding products, product updates, service offerings and new technologies to increase market share.
- VII. Quotes prices, client specific proposals and credit terms for orders obtained, prepares customized proposals to meet customer requirements in an efficient manner.



- VIII. Prepares reports of business transactions, keeps expense accounts and maintains updated, organized files on all accounts assigned to them and/or within region.
- IX. Coordinates customer training with Tech Support and Training Department.
- X. Works with Inside Sales and Tech Support to keep account activities and files up to date.
- XI. Adheres to company protocol regarding Inventory, Rental Equipment, Service and Sales.
- XII. Updates and enters new customer data and other sales data for current customers into the computer base.
- XIII. Investigates and resolves customer problems and/or coordinates resolutions through the proper channels.

Qualifications: To create success within this position, an individual must be able to perform all duties listed above at a satisfactory or above satisfactory level. In addition, the requirements listed below are representative of the knowledge, skill and ability required. In case of any disabilities, reasonable accommodations will be made to enable those individuals to perform the essential duties.

Education/Experience: High School Diploma or two/four year degree required. Two to four- years of related experience and/or training or combination of equivalent advanced education and experience acceptable.

Physical Demands: The physical demands here are a representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, sit, use and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel and crouch. The employee may lift occasionally or move up to 40 pounds.

Travel is required outside of the office to perform this job. Travel (outside the office) will consume 60% or more of the employees time calling on new and existing clients.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Teamwork is expected from all PLI staff and adherence to all policies and protocol are inclusive to this position.



Sales Performance: Sales performance expectations will be set on a yearly basis, based on the last two years history of sales. It will also derive from economic factors and/or and other factors that may hinder or upgrade the potential within the industry. A yearly review will be conducted for each sales team member. Sales expectations for the upcoming year will be set in January of that year for the remainder of that year. A “stepped” or incremental scale of commissions paid will be provided separately for this description. A non-compete will also be required for all sales personnel.

****Please see employee handbook for current employee standards and expectations for all PLI team. Policies and Procedures for each Department will also be provided.****

****Exempt Employee****