

SALES REPRESENTATIVE – JOB DESCRIPTION

Department:	Sales & Marketing
Responsible to:	Sales Manager & Station Manager
Scope & General Purpose:	<p>The Advertising Sales Rep's main objective is to drive and increase the sales of advertising on the radio station whilst maintaining customer relationships and obtaining new customers to advertise on CCFm.</p> <p>The main duty is to sell advertising time on CCFm to both current customers and potential new customers.</p> <p>At all times to be target driven, customer service orientated, be an independent worker, be organised, be a problem solver and have attention to detail.</p> <p>To make a full contribution to the success of the department by being an effective team member.</p>
Limits of Authority:	To work within the agreed framework of CCFm's Sales & Marketing Policies & Procedures
Main Duties:	<ul style="list-style-type: none"> • Devise sales plans and call schedules for customers. • Call on customers. • Achieve sales targets by generating sales of advertising to customers. • Negotiating trading terms in liaison with the Sales Manager. • Manage relationships with customers. • Acquire new customers. • Prepare sales reports. • Work with the Sales Manager to develop and implement a monthly sales plan with the purposes of achieving the monthly revenue target. • Attend regular one-on-one meetings with the Sales Manager to realistically evaluate pending business for conversion success. • Develop and build relationships with clients by providing top quality customer service. • Investigate and resolve customer challenges. • Develop new leads by cold calling and obtaining face to face appointments; • Attain new business accounts and sponsorships; • Maintain an organized format on each sales call, covering all important topics: client marketing analysis, target consumer needs, benefits sought, assignments and follow-up;