



Multi-Media Advertising Sales Representative

Job Purpose:

Develops new and renewal business by analyzing account potential and marketing needs; initiating, developing, and closing sales in the Christian Blue Pages print, internet /mobile, and Christmas promotional network .

Duties:

- Services existing accounts, obtains orders, and establishes new accounts by planning and organizing daily work schedule to develop and call on potential sales prospects.
- Pre-qualifying business owners/operators who profess Jesus Christ as Savior and Lord, are actively involved in a local church, and strive to operate their businesses according to Biblical principles.
- Requirement of a minimum of 100 calls/week, minimum of 10 face-to-face appointments per week.
- Guides advertisers through the submission of Print/On-line ad content development, design and proofing.
- Adjusts content of sales presentations by studying clients' industry information and marketing trends.
- Submits orders by referring to price lists and product literature, and collecting initial payments from advertiser (either full payment or payment plan).
- Keeps management informed by submitting activity and results reports, such as weekly call reports, weekly work plans, and monthly and annual territory sales production analyses.
- Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, etc.
- Recommends changes in products, service, and policy by evaluating results and competitive developments.
- Assists in the delivery of new print directories/publications to key clients/distribution partners upon the release. In certain markets, on-going supply of directories to bookstores in their territories may also be required.
- Resolves customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Provides historical records by maintaining records on area and customer sales.
- Contributes to team effort by accomplishing related results as needed.

Skills/Qualifications:

- Customer Service, Meeting Sales Goals, Closing Skills, Territory Management, Prospecting Skills, Negotiation, Self-Confidence, Product Knowledge, Presentation Skills, Proven Client Relationships, Energetic and Motivated, Strong Sales Aptitude, Familiarity with Web Products/Sales, Social Media Experience, Maintains High Level of Integrity & Ethics.