



## New Business Development | Product Sales

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### Why - Position Summary

The New Business Development Representative is an exempt, full-time position, with a direct reporting relationship to the Director of Business Development. The New Business Development Representative is responsible for the achievement of sales and financial targets through the acquisition of new accounts, primarily propane. More specifically, the position responsibilities include:

- Relationship development with prospective residential and commercial accounts that creates a consistent funnel of prospects to customers.
- Researching existing customers with the intent of additional value-added products and services.
- Generates mutually beneficial relationships with existing customers in a way that builds positive, long-lasting relationships that appreciate in value.
- Continually focuses on the effective deployment of Sail Energy's capital assets, with particular emphasis on the use of an approved *return on investment* for commercial accounts.
- Presents a positive influence with other members of the sales and operations team in meeting the challenges of diverse customer needs.
- Actively communicates with the Director of Business Development in discussing methods for achieving sales and financial targets.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional and technical publications and participating in professional groups.
- Participates in marketing events such as seminars, trade shows and training opportunities as they become available.

By performing this role at a high level, the New Business Development Representative assures that the Company continues operating in a manner consistent with its Core Values and demonstrates commitment to continual improvement in its operational platform of transformative customer service and supply chain excellence while growing value for all stakeholders.

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## How - Required Knowledge, Skills, Abilities & Attitude

The New Business Development Representative must have a demonstrated level of proficiency and/or determined capability in the following areas:

- They make a good first impression. According to scientific studies, you have very little time to make an impression when meeting someone new. About seven seconds, in fact. And if it's not a good impression, you'll struggle to overcome it. Top salespeople know that it's important to look sharp and speak well during those first meetings with prospects and customers, because that's how they will be remembered.
- They have a positive attitude. People want to associate with others who are enthusiastic and who have an overall positive attitude. Of course, everyone has bad days, but the best salespeople don't display these feelings in front of clients. They take a day off or, better yet, develop personal techniques to manage those emotions.
- They take notes. A few minutes after a meeting, most people will have already forgotten huge portions of what the other person said. So, when top salespeople hear important information--during, for instance, a meeting with a decision maker about a sale--they take notes. The clients will remember what they asked for and the promises they were made. Top salespeople remember, too.
- They keep their commitments. Trust is a key component in any relationship, and it is especially important in sales. When top salespeople make promises, they keep their commitments, reinforcing to clients that they can be trusted.
- They know their stuff. Top salespeople know everything there is to know about their products and their competitors. But, above all, they know their customers' needs.
- They welcome complaints. The best salespeople don't shy away from criticism or become defensive when they encounter a complaining customer. In fact, they welcome these situations.
- They never give up. A sales career isn't always easy. Sometimes--like when you lose a big sale or a big customer--it can be downright depressing. But, even in the worst of times, success is often right around the corner. Rather than give up, the top-performing salespeople concentrate on all the reasons they can succeed. And they find a way to win.

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## What - Position Responsibilities

### Customers

- Pays particular focus to avoiding customer disputes before they arise, while working to effectively and diplomatically resolve issues when they do.
- A leader in “meeting or exceeding” expectations within all areas of our customer satisfaction as demonstrated by customer surveys and is responsible for contributing to our service recovery in areas where the division falls short of our established expectations.
- Resolves customer concerns or complaints in a professional and helpful manner.
- Is personally responsible for establishing and maintaining business relationships with customers, actively supports marketing efforts and consistently demonstrates activity that leads to the development of new business relationships.

### Financial

- Analyzes the financial impact of Sail’s use of capital in developing business relationships with a long-term, profitable payoff.
- Establishes and manages for competitive and financially responsible margins.
- Develops an annual budget and departmental goals.
- Creates and supplies information for determining performance of Key Performance Indicators (“KPI”).

### Process

- Responsibility for the implementation of daily operating procedures to ensure others on the team understand the correct procedures to perform their daily responsibilities at or above expectation.
- Understands, follows and advocates company policies and local, state and federal rules, regulations, and codes.
- Suggests and deploys processes to increase customer satisfaction, efficiency, safety, value and/or lower costs.

## Other requirements

- Graduate of High School or equivalent (college level coursework preferred).
- Proficient user of Microsoft Office (prior experience with customized internal computer programs preferred).
- Must have a valid driver’s license and a clean driving record.
- Must be able to pass a pre-employment physical (conducted at our occupational health provider’s location).
- Must meet employment eligibility standards set for criminal and other background checks.

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### **Physical Demands and Work Environment**

While performing the duties and responsibilities of this position, the employee may be required to:

	Never	Occasionally	Often	Always
Talk/Hear			X	
Vision – Close/Far			X	
Stand/Walk/Sit			X	
Push/Pull/Lift > 25lbs		X		
Climb/Balance		X		
Stoop/Kneel/Crouch/Crawl			X	
Reach			X	
Feel/Use hands and fingers			X	

The employee will primarily work in an office environment, but will occasionally be conducting field work. The noise level in the work environment is usually quiet to moderate.

Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions.

### **Acknowledgement of Receipt and Understanding**

Employee Name: \_\_\_\_\_