



Fire & Water - Cleanup & Restoration™

SERVPRO® of Kennett Square/Oxford

610-268-8620

Independently Owned and Operated



**WATER
DAMAGE**



**FIRE
DAMAGE**



**MOLD
REMEDICATION**



**STORM
DAMAGE**



**COMMERCIAL
SERVICES**

Sales & Marketing Representative

Reports to: Marketing Manager

Pay: \$40,000 Plus Commission

Summary:

Promote and sell Franchise services in assigned territory, which results in meeting or exceeding assigned sales goals. Grow and develop customer base by utilizing a systematic process (Route Selling) to identify new prospects and cultivate relationships by routinely contacting, visiting, and following up with customers. Use marketing materials like SERVPRO® Key Differentiators and Emergency Ready Plan to market SERVPRO® services and to sell the benefits. Provide and communicate clear and accurate pretesting, scoping of services, and job estimates. Monitor and follow up on all assigned jobs, ensuring customer needs are met.

Primary Roles and Responsibilities:

1. Daily Route Preparations
 - a. Regular meeting attendance
 - b. Continuing education and coaching with Manager
 - c. Daily contact preparations and job referral activity
 - d. Daily priorities planning
 - e. Reporting & Administration
2. Route Contacts Business Development
 - a. Execute Contact Business Development Cycle
 - b. Document Progress
 - c. Develop sales objectives
 - d. Debrief with Manager
 - e. Execute referral and client appreciation activities
3. Commercial Business Development
 - a. Conduct ERP (Emergency Readiness Program) presentations
 - b. ERP data collection

- c. Develop and present ERP program to clients
 - d. Regular client visits and follow-up to ensure priority readiness
4. Entertainment & Events
 - a. Coordinate continuing education events for clients
 - b. Coordinate marketing & entertainment events
 - c. Professional association participation
 - d. Participate in professional networking events

Necessary Experience and Skill Set:

- A minimum one year of progressively responsible business-to-business sales experience
- Experience with sales and marketing within the service sector
- Superb sales, customer service, administrative, and verbal and written communication skills
- Strong business and financial background and process- and results-driven attitude
- Experience in the commercial cleaning and restoration or insurance industry is desired
- Working knowledge of current business software technologies is required

Formal Education/Training:

- Bachelor's degree in marketing or business or equivalent experience.

Physical and Work Environment Requirements:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines. This job requires the ability to lift files, open filing cabinets, and bend, stand, walk, and sit for extended periods of time. Travel is up to 90%, primarily local during the business day, although some out-of-the-area and overnight travel may be required.

Normal Working Hours, Additional Working Hours, and Travel Requirements:

This is a full-time position working varying hours between 8:00 a.m. and 5:00 p.m. Monday through Friday. This position may require longer hours, and some flexibility in hours may be needed dependent upon the business needs.

Please Send Resumes to Cliff Masscotte at Cmasscotte@servpro8220.com