



## Commissioned Sales Representative Job Description

Healdsburg Lumber Company, Hudson Street Design  
Healdsburg Door & Sash, Gualala Building Supply, Gualala Rents & Repairs

### **POSITION REPORTS TO:**

Sales Manager

### **OVERVIEW OF DUTIES:**

The Commissioned Sales Representative is responsible for generating sales for Healdsburg Lumber Company, Healdsburg Door & Sash Company and Hudson Street Design by establishing, developing, enhancing and expanding customer relationships.

In addition to this overview of job duties, other assignments or job duties may be required.

### **SPECIFIC AND ESSENTIAL RESPONSIBILITIES, LISTED IN ORDER OF PRIORITY:**

1. Maintain a professional and courteous relationship with assigned customers in an effort to not only maintain but also continually expand current levels of business.
2. Contact prospective customers by telephone and in person on a regular basis to solicit new business.
3. Achieve a specified acceptable sales volume and gross profit margin as established by management.
4. Complete product quotations to customers in an expeditious, accurate and professional manner in accordance with company policy and compatible with Customer expectations.
5. Process purchase orders and invoices in a timely and accurate manner.
6. Monitor all of your orders in the Open Order Report at least weekly to ensure that all data is accurate; that your customers are regularly updated on the status of their orders; and deposits are received and processed whenever dictated by company policy.
7. Support the Inside Sales Staff as needed, performing any and all sales tasks requested.
8. Maintain knowledge and keep up-to-date on building products and standard construction practices to assist and advise customers as requested.
9. Proficient in the use of all manufacturers design and pricing software used at HLC.
10. Attend regularly scheduled staff meetings to review current customer activity, new or potential prospects, and new products.
11. Strive to improve and enhance personal selling skills through outside training, professional development books, videos, seminars and all in-house programs.

12. Participate in Company-sponsored activities that are designed to promote the Company. These may include activities such as Home Shows, social functions held at Company locations, Contractor/Builder Breakfasts, annual sales events, and company sponsored tours and outings.
13. Complete training programs and achieve certification, where applicable, from recognized organizations in areas of building materials, construction practices, sales, marketing and service. These could include National Retail Hardware Association, Door Hardware Institute, Build It Green, etc.
14. Network. Maintain active participation in industry related professional organizations such as NCBE, RERA or CSI.
15. Work in a safety conscious manner at all times. Follow all safety regulations and security guidelines. Actively contribute to work safety and security.
16. Maintain a safe, clean and pleasant work environment.

## **POSITION TRAITS**

1. Ownership – One simple way to make a difference is to do any job you tackle the best it can be done. Take personal pride in your results and understand that they are a reflection of you.
2. Team Player- Have the skills to work together with your coworkers unselfishly and for the common good.
3. Attention to Detail / Accuracy - Our products and our work can be complex. Errors and omissions can be extremely costly to our customers (and us). Pay close attention to everything that you do and minimize mistakes.
4. Documentation Expert – Much of what we produce and sell are critical parts of a legally-binding contract. Understand all of the documents that are necessary to inform and protect our customer and our company.
5. Business Acumen – is keenness and quickness in understanding and dealing with a business situation in a manner that is likely to lead to a good/expected outcome.
6. Behaviors include:
  - Dress – You are a professional, so dress like one.
  - Meet & Greet – Be outgoing, enthusiastic, and gracious to all.
  - Positive Attitude – No one wants to do business with a skeptic or a curmudgeon. Be upbeat! *Keep your face always toward the sunshine – and shadows will fall behind you.*
  - Polite – Being polite in the workplace and following proper workplace etiquette is a must.
7. Accessible – Always be available to your customers. Always leave instructions on your whereabouts and time of return.
8. Responsive – Even when you don't have an answer, always respond to all inquiries on the same day that you received them.

9. Honest & Truthful – There are no alternatives to the truth. If a mistake has been made, then admit it. If a problem has occurred, then explain it and solve it.
10. Problem Solver – That’s why customers come to us. Take the time to understand a customer’s challenge before embarking on a cure.
11. Product Expert – HLC stands above our competitors because we are constantly striving to improve our levels of expertise and always in search of finer quality and higher value products for our customers.
12. Connector – Understand the value of trusted relationships and constantly strive to expand your relationships. There are few greater gifts than sharing your connections with others.

**REQUIRED EDUCATION, TRAINING AND EXPERIENCE:**

1. High School Diploma and some college level coursework.
2. Minimum 2 years’ experience in wholesale or retail building material sales.
3. Valid California Driver’s License

**PHYSICAL, MENTAL AND ENVIRONMENTAL REQUIREMENTS OF JOB:**

1. Ability to sit for extended time periods at a desk.
2. Type 20 words per minute and use a mouse or other pointing device.
3. Ability to understand and effectively communicate written and spoken information and ideas.
4. Ability to analyze information and evaluate results to choose the best solution and solve problems.
5. Ability to routinely make decisions that affect the profitability, image and reputation of Healdsburg Lumber Company in an exact and accurate manner.
6. Ability to lift, carry and maneuver goods that may weigh 50 pounds, utilizing additional personnel and mechanical assistance as required.
7. Ability to handle complaints, settle disputes and handle grievances and conflicts, negotiate with others.
8. Ability to courteously and professionally interact with our Customers.
9. Ability to encourage and build mutual trust, respect and cooperation among team members.
10. Ability to keep up to-date technically and apply new knowledge to job.
11. Ability to manage work time efficiently.