



## **Job Description: Sales/Account Manager**

### **Reports To: General Manager**

**Role:** This important position is at the centre of the company sales activities. The incumbent will produce accurate quotes and scopes of work on new and renewing contracts in addition to continually capitalizing on upsell and growth opportunities. Effective and timely lead generation and management are critical to this role. Our Sales/Account Manager is a proactively focused professional who proudly reflects the company brand. He/she is a clear communicator with our customers, operations and office management team. Has the ability to educate and inform potential clients on best practices that are aligned with company integrity.

### **Responsibilities:**

- Quality control: Communication of scope accurately and reflects the client expectations clearly – completed work meets the expectations of clients.
- LMN/LM Time job activation – timely jobs/work order flow through
- Accurately applies production rates and logic/best practices knowledge to produce profitably attainable quantity of time and materials components
- Timely provision of billing details to admin (ie approved change orders, work orders, customers added to QB etc)
- Professional management of leads / CRM (24 hour weekday peak season)
- Actively pursues upsell opportunities and potential new clients
- Communication with client re: handoff to ops when appropriate. (reduced client confusion as to process and change in point person)
- Solicits client feedback on work completion/contract progress
- Requests/collects deposits and final payments as appropriate following protocol

### **Results:**

Reports weekly to General Manager on sales progress, closings, potential and general activities

### **Profitable Quotes**

Produces profitable quotes and contracts per company pricing practices, rates and production data

### **Communication**

Clients are happy and willing to pay on time

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Operations supervisor is set up to succeed  
Well-connected to the management team

### **Lead Generation and Management**

24 hour response, appropriate pre qualification, effective sales call scheduling, effective use of CRM and resources

### **Sales Results**

Sales by division (Installation, Maintenance and lawn/tree care) meet or exceed targets (\$ amount)  
Effectiveness of Sales Manager (i.e. Closing rate – demonstrates how timely, clear on unique value proposition., knowledge and best practice.)

### **Skills, Qualifications, Personal Traits:**

#### **Skills:**

Salesmanship talent and passion  
Ability to overcome proposal objections and close sales  
Ability to recommend and sell additional work/scope consistently  
Manages time effectively, minimizing inefficient sales call routing etc  
Clear and accurate communicator  
Possesses ability to listen carefully and translate 'wish lists' into clear scope descriptions  
Ability to track progress against targets and report to management

#### **Qualifications:**

Firm knowledge of GH horticultural practices, turf management, ground management details  
G Licence, clean drivers abstract  
Proficient on all company data platforms and resources (cloud and cross-device environments)  
Post secondary education  
Demonstrated previous success in a professional sales role

#### **Personal Traits:**

Energetic and Articulate  
Honest and Sincere  
Confident and Respectful  
Tidy and Well Prepared

## **Communication, Humour, Integrity, Expertise, Fairness**

**Our Mission:** By combining the science of horticulture with expert practices, we're masters at having fun doing what we do best.

**Our vision** of success includes spaces which enhance our clients' outdoor enjoyment at home, along with profitable growth to fund our highest career and business potential.