

**Job Title:** Spoke Salesperson

**Location:** Franktown, CO

**Reports to:** Dir. Of Sales, Spoke Gen Manager

### **Spoke Salesperson – Arbor Valley Nursery**

The Spoke Salesperson responsibilities include developing new relationships with customers, connecting with key decision makers within the market, answering customer queries, advising customers on plant materials and techniques, identifying new business opportunities with current customers, and creating business opportunities for new customers, create new solutions for customer challenges, and message the brand and value to the market and community. In this role, you will liaise with cross-functional internal teams (including inventory management, purchasing, operations, and other sales departments) to improve the entire customer experience. Spoke salespeople are responsible for creating multiple turns in their inventory to meet Spoke location goals as well as overall organizational goals. This position has responsibilities both in and out of the spoke office.

A spoke salesperson should be an outgoing and persuasive individual who is very comfortable meeting new people, listening, and sharing information. He/She must be optimistic and upbeat in appearance and attitude, flexible with others, and use a persuasive communication style and be creative in understanding and resolving real/root problem(s). Ideally, individuals in this role will know how to meet ambitious team-wide sales goals and respond positively to unpredictable situations which can occur throughout the day, deriving energy from the chaos and opportunities to excel. Due to the nature of our spoke locations, a successful Spoke Salesperson will react quickly to requests and enjoy juggling multiple tasks simultaneously while collaborating with the Total Team to achieve goals and keep our customers engaged with our organization in the long-run. Receiving, logistics, and various nursery practices are expected of the salesperson.

#### **Responsibilities**

- Owns a book of business (~\$2,000,000+ as well as walk-ins)
- Build the relationship with current customers and create relationships with new customers
- Educate the Market and increase Arbor Valley's Brand presence
- Listen and Communicate with the customer
- Help the customer thrive
- Generate and communicate the quote, then quote follow-up (Like a bulldog!)
- Finalize the purchase order (win the entire project, be the one-stop source for quality materials, education, solutions...)
- Plan the delivery/pick-up
- Coordinate with the Inventory and purchasing teams
- Follow-up with customer (LA, GC...) – Add Value – Prevent/Resolve problems
- Win the Next project – help customers build their business!
- Accurately complete the administrative processes needed for the customer and organization
- Cooperate in various non-sales activities to achieve Spoke-specific goals – receiving, distribution logistics, plant health care

#### **Essential Duties**

This role revolves around relationship development and good communication, as well as various nursery operations; specific duties include, but are not limited to:

- Customer Outreach in person as well as via phone, email, text, social media, and other tools

- Leading the new business generation and sales while developing opportunities for customers to increase their % wallet with our organization
- Providing sales and organization management with feedback on the market trends and customer projects
- Identifying and developing new customers by establishing and maintaining relationships through regular customer contacts and visits
- In partnership with DoS, preparing key customer strategies for maintenance and growth, % of wallet increases
- Identifying and prioritizing new business opportunities, developing capture strategies, and taking actions with customers to position the organization as the preferred supplier
- Managing the administration (internally and externally) of all customer interactions including but not limited to quotes, PO's, calls, tagging, change orders, sales taxes, pricing, picking slips, delivery communication, and other actions required to maintain the systems and communication for our organization and the customer
- Developing and participating in presentations and other community events which help present the organization as a market leader
- Coordinating with appropriate operations personnel and ensuring all team members understand the sales goals and methods with new key customers
- Monitoring the customer's project progress as appropriate to ensure customer requirements are being met from a scope, quality, cost, and schedule perspective
- Periodically contacting customer field supervisors and project managers to assess their satisfaction
- Local travel as required
- Periodically assist with nursery operations to include inventory, plant loading, receiving, skid operations, plant health care, irrigation and other operational tasks
- Periodically assisting with administration tasks

#### **Minimum Qualifications**

- High School Diploma or equivalent
- 3-5 years of Green Industry experience
- A Teammate looking for personal and professional growth within the Nursery Industry
- Demonstrable ability to communicate, present and influence key stakeholders at all levels of an organization, including GCs, LAs, City Foresters, Landscape Supervisors and Owners
- Experience delivering customer-focused solutions
- Proven ability to juggle multiple account management projects at a time, while maintaining sharp attention to detail
- Strong verbal and written communication skills
- Excellent listening, negotiation, and advising abilities
- Ability to lift 40+ lbs
- Valid driver's license, can pass a DMV audit
- Ability to work a full-time schedule with periodic weekend and evening responsibilities

#### **Preferred Qualifications**

- Bachelor's Degree in Business, Horticulture, or related field
- Colorado Certified Nursery Professional
- Industry specific sales software experience