POSITION DESCRIPTION QUESTIONNAIRE

POSITION TITLE: Inside Sales Representative Trainee

MOTIFIED BY: Roy Lillywhite, Rachelle Le Blanc

DEPARTMENT: Inside Sales

LOCATION: Bonsall, California, North San Diego County

STATUS: Non-Exempt, Hourly with Commission

POSITION OBJECTIVE
Represents current and prospective customers by selling and entering orders for EuroAmerican plants, including Proven Winners® products and services, handles customer questions or complaints over the telephone in a professional and profitable manor.

ABOUT EUROAMERICAN
EuroAmerican provides innovative plants and services of the highest quality in an efficient way through employee involvement and teamwork. Located in Northern San Diego County in the City of Bonsall, California we make the world more beautiful. Through teamwork and alliances we have changed the image of horticulture, adapting nature to enhance the modern lifestyle. We are Innovative – We set the trends for the commercial horticulture market. We change the way plants are marketed and sold.

We are a Team – Each of us plays a valuable part in shaping the greatness of our company. We are Accountable – We depend on each other for our success.

- Embrace product diversity to meet, create, and differentiate in a dynamic market
- Are open to the “possibility” -- that an idea might just work and are willing to change
- Build strong alliances with innovators, growers, brokers and consumers
- Proactively share ideas and experiences, always give the credit to others when it is due them
- Effectively communicate relevant information. Keep people -- “in the loop”
- Are professionals, we look and act the part
- Are willing to receive feedback from others to improve our performance
- Respect roles, lines of authority and responsibilities in the company
- Remain objective when dealing with complicated issues offer solutions as well as feedback.
- We do not assign blame but have the attitude that we all need to improve. “Blame” weakens team work and our ability to constructively make improvements
- Respect one another for the value and diversity each member brings to the team
- Motivate and support each other to higher levels of performance and company morale
We are Quality Driven – We work together to provide our internal and external customers with the highest quality plants and service:

- Driven to create the greatest value and positive emotion in our customer’s eyes
- Are accountable we execute initiatives to provide the highest quality product and customer service
- We build company morale and pride
- We say “yes” first and find a way to make it happen
- Use metrics to set goals and to evaluate our progress

We are Efficient – We always find ways to deliver the highest quality for the least cost.

Behaviors/People:

- Use documented processes to automate, communicate and train employees
- Effectively measure important organizational and production processes and generate improvement processes
- Are accountable for highest levels of performance
- All meetings have purposes, outcomes, agendas start and end times. We are prepared for all scheduled meetings
- We take the time to make the most out of our meetings and interactions.

We are Financially Responsible – We are committed to minimizing costs and maximizing profit in all plans, decisions, and expenditures. We maintain an image of fiscal strength by reducing debt & paying our bills in a timely way and managing accurate financial accounting processes.

Behaviors/People:

- Use and follow budgets
- Know the costs of products and processes and follow systems to measure them
- Document purchases with PO’s
- Manage labor costs through proactive training programs, building and retaining employees on all levels that are committed to our guiding behaviors and values

INSIDE SALES TRAINEE PROGRAM

While no official timeframe is set for completion of the sales trainee program, as it will vary by individual ability, to become fully vested as a Sales Representative this process has historically taken 3-5 years including, but not limited to, the following focus areas:

- Learn all aspects necessary to produce high quality EuroAmerican plants; propagation, growing, pruning, spacing, canning, labeling, shipping, display building, pack trials, promoting and selling.
- Achieve passing scores on all plant exams and sales certification exams.
- Possess a sound understanding of all EuroAmerican policies and procedures.
- Maintain individual performance metrics set by the Inside sales manager.
- Meet and, or exceed sales quota.

PRIMARY INSIDE SALES FUNCTIONS
Work with the Inside sales manager to assess the needs of selected trade accounts, brokers, road sales representatives and ultimately the end consumer in utilizing EuroAmerican products and services.

- Set assertive sales plans and achieve sales plans weekly, monthly, quarterly and annually.
- Build sales with new, inactive or B and C ranked customers.
- Tour retail ready plants weekly to review unsold inventory and sell available stock.
- Enter orders received from brokers and customers, offer substitutes and add on additional sales with every shipment.
- Remain current on plant knowledge, especially new introductions and promotions.
- Maintain professionalism while representing EuroAmerican both internally and externally in adherence with company policies and procedures.
- Provide excellent follow-up with brokers, customers and national sales representatives.

RESPONSIBILITIES

Allocation of time and resources during our seasonal rush, for example, winter, spring and summer or as is regionally appropriate for assigned territories.

- Sales activities 40%
- Order management 25%
- Administration 25%
- Personal growth and training 10%

CONTACTS (INTERNAL AND EXTERNAL)

Full-time position in the main offices of EuroAmerican located in San Diego County, Bonsall, California. Reports directly to the Inside sales manager, with daily interaction between customers, brokers, assigned National sales representatives, office buddy and co-workers.

MINIMUM QUALIFICATIONS

- A four year bachelor’s degree, preferably in Horticulture, Floriculture or related field
- 3-5 years experience in retail garden center industry with extensive plant knowledge is preferred.
- Strong planning, organization and office skills required.
- Excellent selling, speaking, interpersonal and negotiation skills required.
- Motivated self-starter with a personality for selling is required.

WORKING CONDITIONS

- Able to lift and carry up to 40 lbs short distances, endure standing, bending, pushing, pulling and to withstand weather temperature extremes.
- Must be willing to work Saturdays and extended hours during seasonal rush.
- Non-smoking office at greenhouse/nursery environment
- Fast paced with multi-level distractions and diverse interactions
- Good driving record/valid driver’s license is required
- Rarely exposed to occupational risk
- Ability to travel (ground, air, rail, etc.)
- Advancement within EuroAmerican may require relocation.