

**General Distributing Company  
Job Description**

Title: Outside Sales

Incumbent:

Reports To: Sean Kelley, Branch Manager

\_\_\_\_\_  
Incumbent Sign-Off

Approved By: \_\_\_\_\_  
President

Date Assigned:

**Objective:**

To build, develop and enhance customer relationships through creative and innovative value-added product and service solutions with the focus on helping make the customer more productive, efficient, and profitable. This is to be done through penetrating existing markets and customers as well as building and developing new customers and markets.

**Responsibilities:**

The essential functions of the position include but are not limited to the following:

1. Develop and maintain customer relationships by calling on and servicing customers on a consistent basis.
2. Work with customers to determine problems and concerns they have and come up with value-added solutions that help make the customer more profitable.
3. Demonstrate product for customers and provide counsel and assistance on customer needs or product application issues.
4. Understand the true costs of servicing the customer including delivery costs, product knowledge and training, and servicing the customer and conscientiously working to achieve the maximum value and profit to the customer and to the company with the most efficient use of company resources.
5. Work with the branch manager reviewing key financial goals set for the branch and working together to develop and implement action plans to help achieve and exceed the goals.
6. Work with branch manager to put on 6-8 training/customer service seminars annually.
7. Work with stock points to help expand sales territories
8. Work with suppliers making joint sales calls when they are in the area and reviewing new product offerings and making the determination as to customer application and proactively demonstrating new product line to prospects.
9. Maintain quality service by following quality customer service standards and resolving customer service problems.
10. Work with branch manager to keep accounts receivable within company guidelines.
11. Work with branch manager and purchasing manager to keep inventory turns within company guidelines.
12. Work with purchasing manager on cycle counting, inventory accuracy, and physical year-end inventory.
13. Hot-shot deliveries as required.
14. Work with inside sales and customer service or branch manager to have them help prepare bids and quotes. Limited time should be spent on non-productive paperwork.
15. Maintain professional and technical knowledge by attending educational workshops and reading reliable trade articles.

16. Contribute to the team effort by doing whatever it takes to get the job done.

### **REPORTS PREPARED**

Special branch activities reporting as requested by the Manager, Vice President and President

### **INTERFACE:**

Internal: Must positively interface at all levels within the company including particular emphasis with the branch staff, purchasing, accounts receivable, and customer service.

External: Must maintain positive interface with customers, vendors, and suppliers.

### **QUALIFICATIONS:**

Experience: Minimum of two years experience in a sales related field; preferably acquired in the welding supply or industrial distribution field.

### **SPECIAL REQUIREMENTS:**

1. Ability to analyze customer issues and concerns and determine value-added solutions that will benefit the customer and the company.
2. As required, capable of completing work schedule which may be before or beyond regular work hours.
3. Basic understanding of key financial ratios including gross margin, gross margin %, and net income.
4. Properly utilize computer system for order entry, customer history, ordering, inventory inquiry as well as Human Resources functions.
5. Ability to lift or maneuver product in excess of 300#.
6. **CDL w/Hazmat is required.** Position requires selling out of company owned vehicle capable of carrying cylinders and merchandise. **If not currently a CDL w/Hazmat endorsed driver – CDL MUST be obtained within the specified Probationary Period.**
7. Occasional overnight travel is required.

### **EQUIPMENT UTILIZED:**

1. Company Truck
2. Forklift
3. Hand Cart
4. Computers
5. Standard Office Equipment—fax, copier, etc
6. Various Hand Tools

NOTE: General Distributing has the right to change or add the duties of the position at any time.