

OUTSIDE SALES

Job Description



Experience:	3 years
Compensation:	Base salary commensurate w/experience and quarterly performance incentives
Location:	Simcoe, ON
Reports to:	President

Enter the fish

Picasso Fish's mission is to help organizations build brand demand. We engage prospects and convert them to customers. We motivate with innovative creative and compelling communications. We build relationships based on appreciation, value and success.

Swim with us

Picasso Fish is looking for an outside salesperson to join us as we expand into a full service marketing agency. You understand the needs of small to medium-sized companies and are a creative problem solver. You are dynamic and genuine. You are about developing relationships and achieving results.

Primary Duties

- Developing positive relationships and acquisition of new customers through effective prospecting and motivating sales techniques
- Asses client situation and goals, collaborate with internal and external resources to prepare compelling and persuasive proposals that meet client marketing goals and are supported by sound, ethical rationale
- Collaborating with marketing to define and execute sales lead generation
- Consistent acquisition of new accounts and revenue meeting conversion and revenue targets
- Process all correspondence, reports, evaluations and materials relating to accounts and prospects ensuring accuracy and completion
- Preparing contracts, estimates and bids

Secondary Duties

- Understand Picasso Fish's strategic goals and brand to operate in alignment with and be supportive of those goals
- Participate and collaborate in company strategizing to meet market changes, competitive threats or to support our strategies
- Uphold expectations and standards for team attitude, behavior and teamwork
- Work within Picasso Fish's Employee Handbook and quality standards

- Evaluation and feedback for continuous improvement of sales processes

Competencies

- Ability to understand client situation, objectives and their business/industry
- Understanding of online, print and digital advertising and marketing principles
- Excellent problem solving, communication and persuasion skills
- Organization, time-management and follow-through skills
- Proficiency with of Microsoft Office
- Understanding of online, print and digital media production an asset

Requirements

- Professional sales training and practical experience enabling you to assess client situation, understand marketing goals and propose appropriate solutions.
- Driver's license and a presentable, reliable vehicle
- Bondable, eligible to work in Canada, and free to travel abroad

Policy Statement

Employees are expected to perform their described duties along with all other duties in the best interest of Picasso Fish and its clients. Additional duties may be assigned to and expected from you.