



## Position Description

### **Job Title: Sales Consultant**

Position/FLSA Status: Full-time/Exempt  
Department: Sales  
Reports to: Service Technician Supervisor  
Location: 17330 State Highway 371 Brainerd MN 56401  
Date Issued: February 2016  
Date Revised: March 2025

---

**Summary:** Manages sales of the company's products and services within the Brainerd Lakes and other surrounding areas. Ensures that there is consistent, profitable growth in sales revenues through positive planning, deployment and management of sales.

### **Responsibilities:**

#### *Sales Appointments: (50%)*

- Travel to appointments within a 150 mile radius
- Communicate to potential customers in person and over the phone to sell technology systems
- Proactively sell a large number of new systems each month to reach the board's requirements
- Gather all of the necessary information while with the customer to ensure the completion of the account by the office personnel.
- Travel to existing customer's homes to go over system upgrade options
- Manage multiple sales appointments daily and in a timely manner
- Attend appointments with contractors to go over possible new construction jobs

#### *Sales Paperwork: (20%)*

- Assist with the development of sales proposals
- Manage documentation of new/potential customers including correct spelling, addresses, phone numbers, and system credentials
- Collaborate paperwork deadlines to meet inventory timeline and ensure all parts are secured
- Obtain all necessary information regarding customer account.
- Liaise with other company functions to ensure achievement of sales objectives
- Other duties as assigned

#### *Sales Calls: (20%)*

- Handle incoming calls for customers seeking new or additions to security systems
- Schedule sales appointments
- Proactively document all information shared between sales department and customer
- Other duties as assigned

#### *Marketing (10%)*

- Attend community, sales, and holiday events throughout the year to network
- Attend sales meetings to go over progress and new sales ideas
- Develop a sales strategy to achieve organizational sales goals and revenues
- Keep up to date on current and future technologies relevant to the industry

**Knowledge, Skills, and Abilities**

- Ability to pay close attention to detail
- Knowledge of Microsoft Office Programs and other computer related software and office equipment
- Communication skills to speak clearly and persuasively, listens and get clarification, responds well to questions and participates in meetings
- Initiative to develop new sales ideas
- Negotiation skills to deal with prices, scheduling deadlines, and mistakes with customers
- Time management skills to organize projects and meet deadlines

**Education/Experience Requirements**

- Requires high school diploma
- AA degree required
- Prior experience in sales is required
- Relevant product and industry knowledge
- Experience in office administration and phone communication is preferred

**Basic Requirements**

- Hold a valid driver's license in the state of Minnesota
- Occasionally be able to work evenings or weekends
- Willing to travel to nearby towns for sales appointments
- Take initiative of projects and hold one's self accountable for workload with minimal supervision
- Basic mathematical reasoning and cost/benefit analysis skills

**Physical Requirements**

- Withstand sitting for long periods of time while looking at a computer screen
- Sit in the car for long periods of time with occasional stops
- Occasional bending, reaching, and light lifting