

# Wells Lawn Care – Outside Sales & Design



Wells Lawn Care is locally owned and rapidly growing. We provide landscape and lawn care solutions for both residential and commercial clients in the greater Bloomington and Ellettsville communities.

We are looking for a key Design and Outside Salesperson. The successful candidate will be responsible for designing and selling landscape services related to install and maintenance, as well as supporting production management in supplying service jobs for the company. This role receives support from the owner on pricing templates and from the office on qualified leads.

## Job & Cultural Competencies:

- Clear consistent communication
- Accountable as team
- Responsible for equipment and safety
- Encouraging and friendly
- Striving for improvement

## Essential Jobs and Responsibilities:

### Design

- Utilize a pre-set list of materials to finalize selections with clients.
- Convert selection into a design image to present to clients.
- Receive approval from clients on final design.
- Communicate design requirements to install crew.

### Outside Sales

- Meet with a minimum of 8 leads (provided by office) per week. After 3 months, expectations will be for 12 appts per week.
- Present pricing for all jobs while on site. Salesperson must receive approval on budget prior to presenting a formal bid.
- Present all final estimates the same day if possible.
- Close all sales within one week of the initial meeting.
- Manage accounts with CRM software answering questions on scheduling, status updates, upselling, and general practices as calls or emails come in.
- Maintain education on general knowledge of company, services, and processes allowing basic dialogues to be carried with customers.
- Maintain a closing ratio of 2/3<sup>rd</sup> of all presenting leads.
- Quote a minimum of \$30,000 per week, closing \$20,000 of those estimates within one week.

### Inside Sales

- Complete blueprint takeoffs to create estimates for commercial work as they come in.
- One week turn-around time for all commercial bids.
- Close \$150k in commercial work per year with a goal of \$25,000 per month.

## Requirements

- Minimum of 2 years of experience in face to face sales.
- Strong and friendly phone skills and in person communication.
- Ability to read blueprints and complete successful project take offs and proposals.
- Ability to work under pressure and tight deadlines with good time management skills.
- Approachable leadership skills and confident presentation skills to communicate with crews about service work.
- Use of smart phone for communication and reporting.
- Design services will require 6 designs per week and will be accountable for approval on 4 per week. Outside sales consists of meeting with 8 clients per week, presenting pricing for all jobs before leaving the site, and closing sales within one week. Sales will be accountable for quoting \$500,000 during the first year.

## Work Conditions:

- Participate in Team Huddles Monday & Friday
- Contribute to weekly office meetings on Wednesdays
- 16 hours per week consulting on field appointments (minimum 8 appts per week at start growing to 12 per week)
- Remaining time (22-26 hours week) spent in office working on proposals and following up with client requests.
- Full Time – 5 days a week with one to two times a month on evenings for business events and networking opportunities.

## Application:

1. Apply online at [www.WellsLawn.com/careers](http://www.WellsLawn.com/careers)
2. Include resume file with online application.
3. Complete online assessment using the link provided on website page that is accessible after submitting application.

\*Wells Lawn Care is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employments without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, or marital status.