

Wells Lawn Care – Outside Sales & Design

Pay Rate: \$40k base salary with 3% commission on jobs achieving targets (Gross Margin, Net Profit, and estimated vs actual hours)

Reports to: Owner & Operations Manager

This Role: The Design & Outside Sales role is responsible for **designing and selling landscape services** related to install and maintenance. All customer leads and pricing templates will be provided for you. Outside sales consists of **meeting with 12-15 clients** per week, **presenting pricing** for all jobs before leaving site, and **closing sales** within one week. Sales will be accountable for quoting \$50,000 sales per week and closing \$28,000 of those sales per week. This role will be responsible for hitting an annual sales target of \$1,000,000 during the first year.

Background on Company: Wells Lawn care is a rapidly expanding lawn and landscape firm. We focus on maintenance, enhancements, and design for residential clients. We are the highest rated landscape company in the Bloomington area (check out our reviews on Google!) and our goal is to expand on this by staying true to our core focus of "Lawn Care Made Easy". Our service offering focuses on maintenance, landscape enhancements, and designs that are easy for our clients to approve and understand and align with the type of work that we do exceptionally well. We do not install or sell hardscapes or construction type services. Wells Lawn Care has seen growth of 47% 2 years ago, 33% last year, and is forecasting future growth of 33% to continue year over year. This role has the potential to continue to grow with the company, with increased sales opportunities as larger milestones are achieved down the road. During winter months this role will remain full time assisting the office in company projects to prepare for the upcoming season.

You: Are a great fit for this job if you...

- Understand landscape design and can communicate concepts/ideas to clients while on site (use of CAD software to be outsourced to third party vendors where possible to save you time).
- Have a minimum 3 years experience in the landscape industry (preference given those with industry experience and certification).
- Have a minimum of 2 years experience in face to face sales
- Can read blueprints and complete successful project take offs for proposals.
- Are comfortable working outside in any weather condition as well as sitting inside at a desk for extended periods.
- Enjoy working in a fast-paced environment and are able to work under pressure with tight deadlines
- Have a positive outlook and enjoy communicating with clients & team members
- Are very comfortable with using and learning new technology
- Can multitask in order to sell several jobs per week
- Have strong documentation and organizational skills

Company Core Values (Cares):

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

Outcomes:

Design

- Utilize a pre-set list of materials to finalize selections with clients.
- With assistance from 3rd party vendors, convert selection into a cad based image to present to the client. Includes plant layout, material selections, plant legends, and any job specific notes required to perform work.
- Communicate design requirements to install crew, sometimes requiring on site walkthroughs.
- Turn around all designs no later than one week with a target of the same day if possible.

Outside Sales

- Meet with a minimum of 12-15 leads (provided by the office) per week. After 3 months, expectations will be for 15 appts per week.
- Present pricing for all jobs while on site.
- 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 1/2 of all quotes initially with the goal increasing to 2/3rd by end of first year.
- Quote a minimum of \$50,000 per week, closing \$28,000 of those estimates within one week.

Inside Sales

- Complete blueprint estimates take off for commercial work as they come in.
- One week turnaround time for all commercial bids
- Close \$150k in commercial work per year.

Work Conditions:

- Participate in Team Huddles Monday & Thursday in office 7:00 am – 7:15 am
- Contribute in weekly office meetings on Wednesdays 2:00-3:30
- 25 hours per week conducting field appointments (minimum 12 appts per week at start growing to 15 per week)
- Remaining time (15-20 hours week) spent in the 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
2. Include resume file with online application
3. Complete assessment using link provided on website page that is accessible after submitting application