



Poor Richard's Press

SINCE 1947

Job Description: Poor Richard's Press

Sales Representative - San Luis Obispo, CA

Full-time position

To apply, go to www.prpco.com/job-opportunities/

Or email bskinner@prpco.com

\$20-26 an hour (DOE) + Commission

Job Summary:

Poor Richards Press is looking for a results-driven sales representative to actively seek out and engage customer prospects. You will provide complete and appropriate solutions for every customer to boost top-line revenue growth, customer acquisition levels and profitability in. This position requires a strong understanding of the sales process, excels at generating leads, building relationships, and closing deals. The ideal candidate will be a quick learner with strong negotiating skills, and the ability to showcase our offerings in a compelling way. Often tasked with giving presentations, attending networking events, and attending trade shows, it's essential that our sales rep be personable and professional.

Objectives of this Role

- Represent our company's products and services, starting with a deep and comprehensive understanding and following with consumer research to identify how our solutions meet the needs of consumers.
- Create visibility for company & products within the industry.
- Plans and organizes personal sales strategy by maximizing the Return on Time Investment for the territory.
- Meet weekly, monthly, and annual sales quotas through the successful implementation of sales and marketing strategies and tactics.
- Generate leads and build relationships planning and organizing daily work schedule to call on existing or potential sales customers.
- Track all communication and orders in the company CRM.
- Develop and implement territory action plan through comprehensive data analysis, and adjust sales techniques based on interactions and results in the field.
- Works directly with customer service reps and management to develop clear and effective written proposals/quotations for current and prospective customers.
- Expedites the resolution of customer problems and complaints.

Daily and Monthly Responsibilities

- Maintain working relationships with existing clients to ensure exceptional service and identification of potential new sales opportunities.
- Identify appropriate prospects, set appointments, make effective qualifying sales calls, and



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manage sales cycle to close new business in all service categories offered.

- Possess in-depth product knowledge and be able to conduct demos and relay objection handling.
- Prepare professional, complete, concise, and accurate reports, proposals, booking packages, and other documentation as required for executive-level presentations.
- Achieve sales goals by assessing current client needs and following a defined selling process with potential buyers, often utilizing product demos and presentations.
- Coordinate with other team members to ensure company quotas and standards are being met, performing market research and regular competitor monitoring.

Skills and Qualifications

- Excellent communication, interpersonal, problem-solving, presentation, and organizational skills
- Personal integrity
- Ability to travel, work weekends and evenings.
- Proficiency with sales management software and CRM (preferred)

Assigned Territory:

San Luis Obispo County

(Territory & Accounts may be subject to change at any time)