

**Outside Sales Rep**

**Purpose**

The Outside Sales Rep position is established to provide the Company with qualified representatives to address requests for bids and specific sales information across all product lines, attract qualified buyers through trade shows, events, cold calling, presentations, and to ensure clients are satisfied with the results of their experience with APS and ensure the referral program is active.

**Reporting**

The Outside Sales Rep. reports directly to the Outside Sales Manager of APS.

**Substitute**

The Outside Sales Manager will take the responsibilities of the Outside Sales Rep. in his/her absence.

**Responsibility**

The main responsibilities for the Outside Sales Rep. are to execute of all aspects of the company’s external sales efforts, meet or exceed expected financial quota, prepare and submit accurate sales bids, ensure customers are contacted in a timely manner, schedule and visit potential customers including site visits, project site evaluations, and to ensure that all leads and closed projects are properly entered in to the company CRM database. Communicate significant items/events to the Outside Sales Manager or Executive Team.

**Scope of Work**

- Outside Sales Rep. activities, follow up on leads, prepare bids, cold calls, assist with marketing efforts.

The Outside Sales Rep. responsibilities will be:

1. Learn about the solar and wind power industries, current technology and the rebate programs in order to effectively respond to general inquiries from potential customers.
2. Develop and execute a plan to meet individual sales quota.
3. Qualify and Process new leads that arrive by email/phone.
4. Respond to general inquiries and requests for information.
5. Conduct of cold calls to targeted market segments.
6. Supply customers with answers to questions or direct them to the correct department.
7. Log all communications with customers and customer contacts in CRM system.
8. Produce sales proposals and documents – includes generating proposal, contracts, financial analysis, solar benefits letters.
9. Set appointments and conduct site evaluation.
10. Transfer utility rebate information to Sales Support team in a timely fashion in order to support project activity.
11. Assist in the execution of marketing efforts as required.
12. Meet or exceed all sales budgets.

As with all positions at APS, the Outside Sales Rep. must be dependable, orderly and able to work both individually and as a team player.

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Employee Name (Printed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Signature

Prepared by;

Verified by;

Approved by;