



Counter Sales

The Counter Salesperson will increase sales and customer satisfaction by efficiently and courteously assisting walk-in and telephone customers in the selection and acquisition of needed products, by applying technical knowledge to satisfy customer needs.

Job Duties:

Sales Ability/ Persuasiveness

- Advises and actively upsells customers on complimentary products beyond the original order.
- Demonstrates ability to integrate industry partners (e.g. manufacturers, rep agency staff, etc.) into sales opportunities.
- Sells & promotes the items and products that we stock – provides alternative suggestions to customers who request other products, and successfully converts initial customer requests to stock brands.
- Learns and demonstrates understanding of basic business analytic skills and their application to customers' businesses (e.g. builder, plumber, contractor, consumer, etc.).
- Understands and explains how the company differentiates from our direct and indirect competition.
- Incorporates the selling process within proposal writing and pricing models to match company expectations.
- Educates customers on how to differentiate from competitors, and assists customers in increasing their selling skills.
- Builds relationships – Learns the value of relationships and views building relationships as a critical success tool.
- Demonstrates effective Presentation Skills to successfully influence and communicate with various audience types and sizes.
- Demonstrates adequate knowledge of product, COG, margins, competitor pricing etc. when negotiating customer pricing.

Customer Focus

- Analyzes customer's current and future needs to quickly determine if they can be helped at the Counter or if they need to be passed to the next level of customer service / sales.
- Builds and maintains customer relationships.
- Meets and greets all customers at point of sale with service, respect, and knowledge.
- Adds value to customer and internal interactions by understanding customer business models.
- Uses company-provided systems for improved planning, history collection, and to adopt new behaviors.



- Understands the customer's business including metrics, definitions of success, hierarchy, decision-making, etc.
- Establishes "trusted advisor" status to become a business resource for customers in the relationship selling process.
- Recognizes different customer types within the supply chain and adjusts approach with each for optimal results.
- Demonstrates active listening skills to add value to customer and internal interactions.
- Conducts themselves in an acceptable and polite fashion in the workplace to both customers and coworkers.

Managing Work

- Learns and demonstrates effective time management practices involving planning and scheduling daily, monthly, and annual activities and priorities.
- Keeps and maintains a neat counter area and product displays.
- Reviews open order report on a weekly basis.
- Learns and demonstrates ability to organize electronic and paper-based information.
- Expands organizational skills to include additional leadership responsibilities.
- Establishes S.M.A.R.T. goals in line with company goals and values. Implements action plans with timelines with deliverables and measure results.

Navigating Within the Organization

- Learns and uses organizational resources and escalation processes for issue resolution.
- Respects and appropriately uses the internal chain of command.
- Establishes team relationships for improved job effectiveness.
- Expands immediate problem-resolution network to include ancillary network contacts and uses internal resources (internet, industry marketing, customer service, supply chain, etc.) to get things done.
- Demonstrates comprehensive company product knowledge - and can articulate competitive advantage.
- Demonstrates comprehensive industry knowledge and can apply it to enhance decision-making effectiveness.
- Leverages a deep understanding of the company's internal processes to advise customers and develop a course of action to deliver mutually beneficial results.

Contributing to Team Success

- Operates effectively within vertical and horizontal teams.
- Demonstrates effective delegation and limited-scope management of others on direct tasks.
- Assumes responsibility for team outcomes.



- Leverages team interactions for improved individual effectiveness and actively participates in team activities to share best practices.
- Exhibits positive outlook, camaraderie, and passion for the job, business, customers, and team.

Technical / Professional Knowledge & Skills

- Identifies buying habit changes and relays that information to appropriate people within the organization.
- Learns and demonstrates competence in features and functionality of all product lines.
- Expands product knowledge base in their primary sales industry and into other sales industries.
- Demonstrates appropriate application of all product offerings and solutions in customer environments.
- Adds value to customer and internal interactions by understanding the market, customers, suppliers, and competitors.
- Understands the nuances of competitor product offerings as well as their target audience and strategies on how they reach that audience
- Provides market specific product needs and price points.
- Conveys accurate messages, ideas, and decisions through clear verbal and written communication.
- Maintains professional appearance according to the employee hand-book.
- Attends and participates in all meetings and events necessary for team success.
- Demonstrates proficiency with related computer systems and applications (e.g. Microsoft Outlook, Word, Excel, PowerPoint, email, CRM, etc.).
- Understands own organization's profit model and makes sound decisions and recommendations to maximize.
- Identifies and diagnoses the root of problems and takes uses strategic steps to solve or prevent new or recurring problems.

Leading through Vision & Values

- Leads branch and corporate initiatives and mentoring activities.
- Balances the role of strong customer advocate with the role of good company steward with resources and time.
- Learns, knows, understands, and projects the company history, mission, vision, and values.

Quality Orientation

- Follows procedures - Accurately and carefully follows established procedures for completing work tasks.



- Ensures high-quality output – Oversees personal and team job processes, tasks, and work products to ensure freedom from errors, omissions, or defects.
- Takes action - Initiates action to correct quality problems and notifies others of quality issues as appropriate.

Perform other duties as assigned. Adhere to the rules and regulations as set forth in the Employee Handbook.

Job Requirements:

- Education: High school diploma/GED required.
- Experience: Minimum 2 years in similar position preferred. Minimum 1 year in progressive position (2 years preferred). Product/applications experience required. Wholesale distribution experience preferred
- Physical: Must be able to lift up to 50lbs. Must be able to stand on your feet up to 8hrs daily.