

## Account Rep Job Description

### Internal Job Description :

Reporting to the Area/Regional Sales Manager, the James Hardie Account Representative I works to strategically target potential customers at the Home Depot's and Lowe's stores to generate and grow new business. The incumbent also positions the company's value proposition and whole-product solution to the customer to build and enhance strong customer relationships and to become a strong business partner. With a strong knowledge of business and market sense, the incumbent successfully manages an assigned sales territory and reports on related marketing activities by conducting competitive market analysis, competitive intelligence, and other sales-related research.

### Position Responsibilities

Sells the Company's product to contractors and store purchasing agents via in-store channels (Lowe's and Home Depot), on the job site, and at appropriate events by: (60%)

- Establishing and utilizing contractor desk relationships to gain sales referrals and/or /leads;
- Identifying qualified contractors that have the potential to be converted from using current siding or backerboard products to using and promoting the Company's products;
- Successfully developing and maintaining relationships with newly converted contractors to ensure product sales;
- Employing traditional and innovative sales and marketing techniques;
- Identifying market-specific needs including competitive analysis, primarily determining where opportunity lies within their region and how to capitalize on it;
- Working closely with District and/or Store Managers on high-level projects such as district-wide buys, training and/or initiative implementation in the stores resulting in increased volume/market share and brand recognition; and
- Creating strategic monthly reports on sales initiative and segmentation.

Educates partner store associates and consumers about Company products by: (25%)

- Highlighting the Company's value proposition of the products to ensure sales;
- Providing product overviews and usage demonstrations to store associates and their customers and contractors on all Company products;
- Communicating and working with store partner staff to persuade them to recommend the use and purchase of Company products; and
- Partnering with store partner staff for large product promotion events, projects, and presentations to appropriate customer audience.

Ensuring proper merchandising and displays of in-store product to increase sales by: (15%)

- Ensuring that proper inventory levels are consistently maintained, including point of purchase materials and proper product levels;
- Negotiating with store partners for the best product placement; and
- Helping shape the Company's strong brand strategy/message within the marketplace.

### Quantitative Dimensions

#### Decision Making:

The Account Representative I shapes the appropriate strategy for his/her given region. It is essential that the Account Representative has the ability to think critically and make decisions that will immediately influence his/her market. He/she must be able to intelligently present ideas/information to higher levels within the management of The Home Depot and Lowe's stores. It is important for the Account Representative I to know the competitive sales landscape so that he/she is always in a position to discuss the impact his/her business actions and to make decisions that positively influence his/her market.

#### Scope of Position:

The Account Representative I spends the majority of his/her time selling to The Home Depot and Lowe's stores and their contractor/builder base. It is the responsibility of the Account Representative I to solidify these relationships, convert business, and grow the market.

## **Position Requirements**

### **Knowledge, Skills, and Abilities:**

- Ability to develop new business through traditional and innovative sales and marketing techniques, including competitive analysis.
- Ability to demonstrate success in generating sales through developing and maintaining relationships with the appropriate audience (building contractors and store purchasing agents preferred) to identify the customer's market-specific needs.
- Ability to persuade and achieve sales success through customer education by highlighting the Company's value proposition.
- Ability to achieve volume goals.
- Demonstrated problem-solving and negotiation skills.
- Demonstrated ability to effectively take action to identify and understand issues and resolve customer queries and develop appropriate solutions while exhibiting sound judgment and successful stress tolerance.
- Superior interpersonal and written/oral communication skills with the ability to relate well and cooperate with others to effectively coordinate activities and accomplish goals.
- A demonstrable capacity to keep abreast of new industry trends and best sales practices and how they would interact with Company products.
- Demonstrated intermediate skills with the standard features of various personal computer word processing and spreadsheet software (Microsoft Word and Excel, PowerPoint, Outlook, Internet, and other proprietary software).
- Ability to deliver results and the motivation for career advancement.
- Ability to work independently and with other sales team members.
- Excellent presentation skills.
- Demonstrated intermediate skills with the standard features of various personal electronic equipment (PDA, cell phone, etc.).
- Ability to manage a sales territory (valid driver's license required).
- Ability to work weekends, as business need deems appropriate.
- Ability to travel up to 10%, as necessary.
- Ability and willingness to relocate, if necessary.

### **Education/Experience:**

- Post high school education or combination of equivalent work experience (Bachelor's degree or higher in Business, Sales and Marketing, or related field preferred).
- 1 to 3 years of successful sales experience selling value-added, whole solution products (in-store channel experience preferred).

### **Competencies:**

- Sales Ability/Persuasiveness: Using appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and clients.
- Customer Focus: Making customers and their needs a primary focus on one's actions; developing and sustaining productive customer relationships.
- Initiating Action: Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive.
- Planning and Organizing: Establishing courses of action for self and others to ensure that work is completed efficiently.
- Negotiation: Effectively exploring alternatives and positions to reach outcomes that gain the support and acceptance of all parties.
- Impact: Creating a good first impression, commanding attention and respect, showing an air of confidence.
- Risk Taking: Initiating action that tries to achieve a recognized benefit or advantage when potential negative consequences are understood.
- Innovation: Generating innovative solutions in work situations; trying different and novel ways to deal with work problems and opportunities.
- Adaptability: Maintaining effectiveness when experiencing major changes in work tasks or the work environment; adjusting effectively to work within new work structures, processes, requirements, or cultures.
- Energy: Consistently maintaining high levels of activity or productivity; sustaining long working hours when necessary; operating with vigor, effectiveness, and determination over extended periods of time.
- Applied Learning: Assimilating and applying new job-related information in a timely manner.