

Anthony & Sylvan Pools
Position Description

Job Title: Design Consultant
Reports to: General Manager or Sales General Manager
Department: Sales

Job Summary:

Responsible for running assigned appointments and meeting with potential customers to accomplish the ultimate objective of successfully closing a sale; generating positive profitability; and exceeding customer expectations.

Essential Functions:

Included but not limited to:

- Meets with customers and explain features and merits of A&S pool ownership. After gathering customer's needs and expectations, designs (using PoolDraw software) and recommends a backyard pool design utilizing professional and persuasive sales techniques.
- After initial customer meeting, conducts immediate and scheduled follow up until pool is sold, or until the customer is no longer interested in A&S pool ownership.
- Presents Company, marketing and related sales information to customers in a planned presentation format.
- Runs all appointments as assigned by Lead Manager.
- Coordinates personal schedule with Lead Manager to notify of available times or potential scheduling issues.
- Actively pursues local club memberships for networking and developing relationships with related businesses like landscapers and builders. Identifies new sales prospects and contacts such to establish a positive business relationship.
- Assists in the development of marketing efforts using his/her local market and customer knowledge.
- Uses Retail Cost Breakdown (RCB) methodology to determine customer price for pool based on normal price book information. Confers with Sales General Manager in all circumstances where needed price to sale the pool falls outside of agreed guidelines.
- Assists in the development of sales presentation and collateral materials.
- As required, prepares a variety of status reports, including activity, closings, follow-up, and adherence to goals.
- Participates in marketing events such as seminars, trade shows, and telemarketing events.
- Other duties as assigned.

Position Specifications:

- 3+ years successful B to C sales experience.
- Able to work nights and weekends.
- Positive and outgoing personality.
- Customer service orientated.
- Must be committed and willing to put in the necessary time to be successful.

- Works well under pressure to meet deadlines.
- Excellent interpersonal and communication skills - both written and spoken.
- Strong negotiating skills to persuade and influence others.
- Ability to develop and deliver presentations.
- Strong interpersonal and communication skills.
- Excellent organization and follow-up skills.
- Computer literate with Excel, Word, PowerPoint and CRM software.
- Knowledge of advertising and sales promotion techniques.