



Position Description

Position Title	Repair and Remodel Sales Representative-Multiple Locations		
Department	Repair and Remodel Exterior Sales	FLSA Status	Exempt
Review Date	9/26/06	Band Level	

Position Summary

(Provide a brief paragraph summarizing this position’s primary accountabilities. Be sure to include the position title(s) to which this position reports – in addition, be sure to list the position titles [if any] that report directly to this position.

The Repair and Remodel Sales Representative reports into a Regional Sales Manager and responsible for driving remodeling contractor engagement and exterior sales growth utilizing strategic and consultative sales strategies.

Position Responsibilities

(List this position’s core job responsibilities beginning with the most important – be sure to define acronyms or abbreviations at least once to avoid confusion. Note: You may add additional job responsibilities)

Provides market development strategies and consultative selling services for the customer to establish and maintain contractor relationships by executing the following activities: (50%)

- Meeting with contractors at least monthly to evaluate their plans for growth, including the number of pending jobs with leads and crew requirements, and marketing plans;
- Developing a strong working knowledge of contractors and understanding of the market to evaluate and execute the best opportunities for growth;
- Demonstrating expertise on Company Installations best practices by conducting product demonstrations and coordinating installation training;
- Offering a variety of consultative selling and marketing strategies; and
- Delivering a wide range of customized service programs which include evaluating the contractor’s current business structure offering best practices and discussing solutions to meet their business objectives.

Identifies new contractors to engage in the Company’s “Repair and Remodel Program” as determined by the contractors’ ability to attain key Program objectives (includes generating leads, generating sales, installations, and generation of new business) by: (35%)

- Communicating with dealers and distributors to get background on contractors in the market;
- Speaking with other Company sales representatives in the market identify contractors and share information; and
- Contact contractors that are actively advertising in the market and discuss their current business and growth strategies in order to pre-qualify them.

Provides effective and efficient reporting on market activities through the following avenues: (10%)

- Monthly/Weekly activity reports which includes contractor’s information regarding sales, market expenses and other business activity. Information is forwarded to Regional Sales Manager and Inside Sales team;
- Bi-weekly Regional conference calls to discuss current market conditions and discuss best practices; and

- Quarterly Regional meetings which include discussions about business plans and market activity. Effectively manages the relationships with channel and supply chain partners which include a variety of different dealers and distributors by: (5%)

- Ensuring that vendors stocking levels are properly set-up;
- Establish a strong line of communication with owners and other key-decision makers; and
- Making sure that a high level of service is consistently being delivered.

The position responsibilities outlined above are in no way to be construed as all encompassing. Other duties, responsibilities, and qualifications may be required and/or assigned as necessary.

Quantitative Dimensions

(Provide a brief paragraph summarizing this position's overall accountability. Be sure to include: budget responsibility; impact (\$) to the organization; decision-making authority; and other important job criteria)

Decision Making: The Repair and Remodel Sales Representative will shape the appropriate strategy for his/her given region. The strategy will encompass all the necessary elements to reach sales goals which include how to invest advertising dollars, which contractors we will partner with and what level of support we will provide.

Scope of Position: The Repair and Remodel Sales Representative offers a consultative business strategy focusing on the replacement industry. This is achieved through offering effective business solutions to remodeling contractors, competitive market analysis, and cultivating channel relationships.

Expectations are high for individuals in this role as it is a key initiative for James Hardie to continue to develop the Remodel segment of our Exteriors business.

Position Requirements

(Provide a brief paragraph summarizing this position's specific job requirements. Be sure to include: years of experience necessary to perform job responsibilities; educational requirements; credentials; special skill sets; travel requirements, etc. Add job competencies if known.)

Knowledge, Skills, and Abilities: Required:

- Proven consultative sales approach.
- Superior interpersonal and written/oral communication skills with the ability to relate well and with others effectively.
- Demonstrated ability to identify and understand issues or problems using effective approaches for choosing a course of action or developing an appropriate solution.
- Proven ability to build strategic working relationships.
- Ability to apply creativity and latitude in identifying new projects, trends, and processes.
- Results-oriented delivery of appropriate products and services in an accurate, complete, and timely fashion.
- Sharp business acumen partnered with successful creation of business plans.
- Sound comprehension of business financials.
- Ability to logically plan and set priorities.
- 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 demonstrate a good working knowledge of market and contractor segmentation and targeting.
- Ability to identify and resolve problems to produce measurable results.
- Ability to understand customer demographics and behaviors.

**Education/Experience:
Required:**

- Bachelor's degree or equivalent experience.
- 5 or more years of relevant business, sales and marketing, or operations experience within a consultative selling environment.
- 5 or more years of experience using reporting tools to monitor purchasing, advertising, and other selling-related costs.
- Experience owning/managing a successful business/franchise operation (preferred).

Competencies:

- **Technical/Professional Knowledge and Skills:** Having achieved a satisfactory level of technical and professional skill or knowledge in position-related areas; keeping up with current developments and trends in areas of expertise.
- **Sales Ability/Persuasiveness:** Using appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects and clients.
- **Building Strategic Working Relationships:** Developing and using collaborative relationships to facilitate the accomplishment of work goals.
- **Initiating Action:** Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive.
- **Communication:** Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.
- **Tenacity:** Staying with a position or plan of action until the desired objective is obtained or is no longer reasonably attainable.
- **Negotiation:** Effectively exploring alternatives and positions to reach outcomes that gain the support and acceptance of all parties.
- **Gaining Commitment:** Using appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modifying one's own behavior to accommodate tasks, situations and individuals involved.
- **Coaching:** Providing timely guidance and feedback to help others strengthen specific knowledge/skill areas needed to accomplish a task or solve a problem.
- **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.
- **Decision Making:** Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.
- **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.
- **Facilitating Change:** Encouraging others to seek opportunities for different and innovative approaches to addressing problems and opportunities; facilitating the implementation and acceptance of change within the workplace.