

COMMUNICATIONS SALES REPRESENTATIVE

Purpose and Nature of Work

Positions in this class are responsible for identifying opportunities to promote and sell LFTFiber products and services to both business and residential locations. Positions identify client needs, review LFT Fiber service benefits, and maintain strong relationships with clients. The Communications Sales Representatives are expected to adhere to LFT Fiber sales quotas. Positions report to the Communications Sales and Marketing Manager and have no supervisory responsibility.

Illustrative Examples of Work (Note: These examples are intended only to illustrate the various types of work performed by the incumbent in this class. All of the duties performed by the incumbent may not be listed.)

Identify, qualify and secure new business or residential opportunities. Develop and maintain relations with clients, developers, owners and management companies to drive revenue growth and identify new sales opportunities. Present, promote, and sell communication products and services to existing and prospective customers in order to meet or exceed sales quotas and targets. Prepare and present sales presentations, quotes, and pitch decks.

Negotiate contracts, letters of intent, and associated documents. Stay up to date on industry trends and product developments.

Performs related work as required.

Necessary Knowledge, Abilities and Skills

Thorough knowledge of the geographic territory covered by LFTFiber

Experience in outside sales, inside sales and departments including engineering, construction and customer service.

Ability to learn and navigate billing systems and tracking customer records management

Thorough knowledge of methods and materials of operating a video, voice and data communications business, including regulatory compliance requirement(s) impacts to sales.

Ability to develop effective presentations and pitch decks and experience in quoting construction and costs

Knowledge of residential and business class telecommunications products

Ability to form and maintain effective working relationships with employees and external community including developers, management companies, HOAs etc.

Desirable Training and Experience

Bachelor's degree in marketing, business or related fields or an equivalent combination of training and work experience. Demonstrated sales experience, with telecom sales experience strongly preferred.