



## **Gunton Corporation Job Description**

### **SALES REPRESENTATIVE RETAIL REPLACEMENT**

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#### **JOB SUMMARY**

Our Professional in-home sales consultants provide a World Class customer experience by selling the Pella Promise; “The best product for your home and budget, a No Mess No Guess Installation, with a Total care guarantee.” At Pella we continuously strive to make a positive difference in our customer’s lives by delivering innovative products and services that bring comfort pride and peace of mind.

#### **GENERAL RESPONSIBILITIES**

Exhibit the highest standard of personal ethics at all times and adhere to all Gunton Corporation policies.

Execute an annual business plan aligned with divisional goals that will establish activity levels, skill proficiency requirements, and other goals for the upcoming year.

Represent and sell replacement Pella products and Gunton services to homeowners.

Utilize the Retail Success Metrics Data to manage your business: Opportunities to Gained Entry, Gained Entry to Quotes, Quotes to Won Projects, Yield per Opportunity all while maintaining effective margins.

Aggressively oversee all opportunities through effective time management skills and efficient use of contact management software.

Participate in replacement sales activities associated with retail in-home sales (defined by Retail Sales Management).

Execute scheduled in-home appointments as assigned by Area Sales Manager, which may include evenings and Saturdays.

Tailor the In-Home Sales Process ensuring the customer will have an opportunity to understand the value of our products, value add services, and commitment to a World Class Customer Experience. Including but not limited to carrying and utilizing all required sales tools during your presentations and taking responsibility for ensuring accurate quoting of product and value added services.

Understand and promote our various financing programs in order to increase close ratios and expand average order size.

Develop and execute ways to stay connected with customers by handling all customer requests, both timely and professionally, earning referral business.

Distributors and Installers of  
Quality Building Products



Corporate Offices  
26150 Richmond Road  
Bedford Hts., Ohio 44146  
Phone: 216/831-2420

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Develop and maintain solid team-based relationships and communications with internal personnel.

Visit and/or contact all jobs during and/or post installation to ensure a World Class Customer Experience to earn referral business.

Continually update knowledge of Pella and competitor products.

Perform additional responsibilities assigned by your manager.

#### **REPORTING RELATIONSHIP**

Reports to Area Sales Manager

#### **SUCCESS FACTORS**

Consistent Process with Attention to Detail to Drive Success

Generate Results through Strong Work Ethic, a Personal Desire to succeed, and Effective Selling Skills

Excellent interpersonal skills with Internal and External Customers

Effective Discovery, Price on Table, and Negotiating skills that drive results

Outstanding organizational and time management skills

Exemplify Ethical Behavior

#### **PREREQUISITES**

College degree and/or prior successful in-home selling experience

Valid Driver's License and meet minimum insurance requirements

Must have or be willing to purchase SUV, Station Wagon, Mini Van, Cargo Van, or Cross-over Vehicle to qualify for Vehicle Allowance Program.

Computer Proficiency with ability to navigate through various software.

Ability to lift and carry Sales Tools that could weigh up to 50 pounds



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#### **QUANTIFIABLE METRICS (Weekly, Monthly, and Quarterly Reviews)**

Opportunities to Gained Entry percentage goal

Close Ratio percentage goal

Yield per opportunity goal

Self-generated opportunity goal

Quote goal

Bookings goal

Budgeted margin

Returned goods in proportion to total sales goal

Customer Experience Ratings

#### **Note:**

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed.

#### **Employee Acknowledgment:**

*I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me, which may be changed from time to time at the discretion of management. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason and the company has the same right.*

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Employee's Name

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Employee's Signature

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Date