



JOB DESCRIPTION

Rev: D
Page: 1 of 2
Date: 08/22/07

Date:	August 1, 2008	Revision:	4
Position Title:	Contractor Sales Representative - C1 - C4		
Department:	NA Sales		
Reports to:	Regional Sales Manager		

Location(s) Applicable to: All CA CT FL IN NC OR TX

Classification: Salaried (Exempt) Weekly (Non-exempt) Hourly (Non-exempt)
 Category: Full Time Part Time Temporary

Overview:

A Contractor Sales Representative’s primary responsibility is to achieve sales goals by creating demand for our products and services through major contractor customers.

C1 – C4 denotes level of proficiency and sales related experience. Career growth through the levels of position is intended for employee’s professional progress.

C1	Representative new to sales, contracting, and/or industry.
C2	Representative with limited sales and/or contracting experience with a moderate level of industry knowledge.
C3	Representative with moderate level of sales and/or industry experience with a high proficiency of installation techniques.
C4	Senior Representative with high level of sales and industry experience with a high proficiency of installation techniques that is able to assist RSM with cross territorial functions.

Essential Job Functions & Responsibilities:

1. Attend training sessions and travel with experienced contractor sales reps.
2. Learn company products, procedures, culture, and philosophy in dealing with current contractor and MVP network, prospect contractors.
3. Introduce, demonstrate and promote all current and new products to existing contractors and MVP’s network of end users.
4. Assist in training new and existing contractor crew personnel either on site or through organized company events.
5. Maximize market penetration in assigned markets.
6. Evaluating competitive situations, coordination of intelligence gathering and implementing appropriate tactics as required.
7. Execute contractor level new product field trial launches.
8. Submit quarterly report summarizing LATICRETE performance; follow up on inquiries and leads and current competitive activity.
9. Investigate, document and report all complaints and claims for service in territory and coordinate same with Technical Service Division.
10. Attend annual North America Sales Meeting, and annual trade shows as directed.

Nonessential Job Functions:

1. Performs other directly related appropriate duties and assumes accountabilities as apparent or as delegated, including mutually agreed upon objectives.



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Rev: **D**
Page: **2 of 2**
Date: **08/22/07**

Job Specifications/Skills:

1. Relocation, if required.
2. Desire to learn and grow professionally.
3. Ability to do presentations to large groups.
4. 5 years Tile Installation experience or similar work experience required.
5. Valid driver's license, current automobile insurance and a good driving record.
6. Physical strength to lift and carry 50 pounds.
7. High level of self motivation.
8. Strong organizational skills.
9. Creative thinking.
10. Strong written communication skills.
11. Basic computer skills with Microsoft Office (Word, Excel, PowerPoint, Access, and Outlook)
12. Strong, aggressive personality.
13. Spanish language proficiency (written and verbal) highly preferred.
14. Team cooperation - maintain positive, cooperative attitude with all employees of LATICRETE and all customers.

Minimum Educational Requirements:

1. High School diploma required. Four year college degree preferred.

Travel:

1. High travel components (30-50%), within territory.

Reply in confidence to Human Resources, at humanresources@laticrete.com

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