



# JOB DESCRIPTION

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|-----------------|---------------------------------------|----------|
| Date:           | November 6, 2006                      | Revision |
| Position Title: | Technical Sales Representative T1 –T4 |          |
| 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 Technical Sales Representative’s primary responsibility is to achieve sales goals by creating demand of our products and services through major contractor customers and distributor partners.

T1 – T4 denotes level of proficiency and sales related experience. Career growth through the levels of position is intended for employee’s professional progress

|           |  |
|-----------|--|
| <b>T1</b> | <b>Representative new to sales and/or industry, 1 year training period with which is a high probability of relocation upon completion of term.</b> |
| <b>T2</b> | <b>Representative with limited sales experience and/or industry knowledge.</b>   |
| <b>T3</b> | <b>Representative with moderate level of sales and industry experience.</b>  |
| <b>T4</b> | <b>Senior Representative with high level of sales and industry experience; able to assist RSM with cross territorial functions.</b>                |

Essential Job Functions & Responsibilities:

- Attend training sessions and travel with experienced technical sales reps to learn company products, procedures, culture, and philosophy in dealing with customers.
- Introduce, demonstrate and promote all current and new products.
- Assist and accompany distributor sales personnel in training and motivation at company technical training sessions on periodic basis.
- Evaluate the territory distributor framework to assure sufficient coverage and efficiency and maintain distributor hopper list.
- Maximize market penetration in assigned territory.
- Implement pricing policies within market segments as directed.
- Design and execute distributor-level product promotion programs.
- Maintenance of Project Tracking files and Competitive Pricing files.
- Submit quarterly report summarizing LATICRETE performance and current competitive activity through intelligence gathering.
- Complete follow up on inquiries and leads provided by RSM.
- Investigate, document and report all complaints and claims for service in territory and coordinate same with Technical Service Division.
- Attend annual North America Sales Meeting, and annual trade shows as assigned.
- LataVan participation periodically within assigned territory as required.

Nonessential Job Functions:

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



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## Job Specifications/Skills:

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

## Minimum Educational Requirements:

1. High School Diploma required or Bachelor's degree preferred

## Travel:

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

Reply in confidence to Human Resources, at [humanresources@laticrete.com](mailto:humanresources@laticrete.com)

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