

VALLEY ELECTRIC ASSOCIATION, INC.
JOB DESCRIPTION

I. IDENTIFICATION

- A. Title: **Broadband Outside Sales Representative**
- B. Subsidiary: Valley Communications Association (VCA)
- C. Department: Broadband Services and Operations
- D. Reports To: Manager of Business Development

II. OBJECTIVES

This position is responsible for the face-to-face sales of products and services within the VEA service territory and other approved geographic areas. This position will work directly with key accounts as well as residential members to ensure communication of the value propositions of the various broadband offerings. Identifies objectives, strategies and action plans to improve short-term and long-term sales and earnings.

III. KEY RESPONSIBILITIES

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position:

- a) Works with Manager of Business Development to maximize sales revenues and meet company objectives.
- b) Works with Manager of Business Development to propose customer solutions that are compliant with VCA's goals and objectives.
- c) Identify leads, manage prospects and acquire new business.
- d) Meet or exceed new business sales goals.
- e) Prepare and deliver sales presentations and follow up with key decision makers.
- f) Complete required MSA's and other paperwork in a timely manner, and in accordance with VEA company policy.

General Duties

- a) Handles assignments and conducts him/herself in such a manner that will reflect courtesy and professionalism to the organization and the Cooperatives members.
- b) Participates in management and employee meetings, providing information when requested.

- c) Reads, understands and follows applicable safety rules, regulations and policies.
- d) Follow Valley Electric safe work practices as outlined in our safety manual.
- e) Any other duties as required or directed for which he or she may be qualified.

This job description in no way implies that the duties and responsibilities listed herein are the only ones the employee can be required to perform. The employee is expected to perform other tasks, duties and training as instructed by the supervisor.

IV. AUTHORITIES AND ACCOUNTABILITY

- a. The Broadband Outside Sales Representative shall have full authority to carry out the responsibilities and duties of this position in conformity with established policies and procedures.
- b. The Broadband Outside Sales Representative is accountable to the management of the Cooperative for the efficient performance of these responsibilities and that, although some of these responsibilities may be assigned to another person, the accountability for the successful completion of these responsibilities cannot be.
- c. The Broadband Outside Sales Representative is required to use initiative and judgment in making decisions, remembering that the Cooperative's best interest will be affected.
- d. The Broadband Outside Sales Representative will be expected to make suggestions for the improvement of operations and efficiency.
- e. The Broadband Outside Sales Representative shall secure the approval of the Executive Vice President of Administration or Chief Operating Officer in making decisions when policies are not clear or require interpretation.

V. RELATIONSHIPS

Employee will communicate, collaborate, and cooperate with colleagues, customers, and vendors.

Inside the Organization:

- a. The position reports directly to the Manager of Business Development.
- b. There are no reporting responsibilities to this position.

Outside the Organization:

- a. Member/Consumers – Providing prompt, courteous service and information.
- b. Vendors and solicitors contacting a Cooperative representative - Promote courteous and professional relationships.

VI. SPECIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education: High school diploma with a minimum of 5 years of job related experience in broadband marketing and sales or other technology sales.

Knowledge: Must have a strong knowledge of sales procedures, goal setting, and excellent customer service skills. Must have a familiarity with telecommunication systems / Broadband systems and the related equipment and services to be sold. Must have a basic working knowledge of IT systems and the network security. Must be willing to attend continuing education courses as required.

Abilities and Skills: Must have a strong ability in developing sales strategies. Must be skilled in human relations to effectively carry out the responsibilities of the job. Must possess good oral and written communications skills to be able to effectively communicate with others.

Working Conditions/Work Environment: Must have the ability to work normal office hours with occasional evening, weekend hours, and travel. Must have the ability to drive to sales visits with members and potential members regularly. Must have the ability to wear appropriate attire and maintain a professional demeanor. Must have the ability to occasionally lift up to 25 pounds. Must have the ability to maintain a valid Nevada driver's license. Ability to perform repetitive motions with hands and fingers such as dialing and keyboarding. Ability to primarily work at a desk. Ability to use office equipment such as a copier, computer and printer. Ability to communicate to individuals, small and large groups. Ability to read, write and do arithmetic. Ability to analyze data and reports, conduct research, coordinate people and resources. Ability to develop plans, procedures, and goals. Ability to present information to others and work under stress.

Physical and Mental Requirements: Ability to work with little direct supervision. Ability to be detailed and accurate. Ability to work with others and capable of motivating others within a team environment. Ability to prioritize work in order to meet all of the various deadlines throughout the month and year. Ability to exhibit patience and willingness to participate as a team player in order to further common business goals of the organization.

Date: _____
_____ Manager

Date Accepted: _____
_____ Employee

Date: _____
_____ Human Resources