



## Home Exterior Sales Professional Job Description

### WHO ARE WE?

For over 40 years, Bel Air Construction (BAC) has transformed the homes and lives of our customers by consistently delivering concierge home improvement solutions. Our luxury design center located in Forest Hill, MD serves as the home base for our fun-loving, energetic, and dedicated team. Bel Air Construction is highly regarded in the community as a trusted company that will deliver quality craftsmanship, creative solutions, and exceptional customer care. Our commitment to quality has earned the team numerous prestigious industry awards including Remodeling's Big 50 and Qualified Remodeler's Top 500. Additionally, we are a certified Tap the Potential Great Place to Work company.

We are excited to announce an opportunity for a highly successful Home Exterior Sales Professional to join our team.

### SUMMARY

The Home Exterior Sales Professional is responsible for proactively selling exterior projects to new and existing customers. These projects include exterior makeovers to roofing, siding, windows, decks, and doors. The Home Exterior Sales Professional will respond to potential customers and convert ideas into projects by adhering to our unique sales and design process. The Home Exterior Sales Professional must meet the highest level of customer care, professionalism, and attention to detail.

**POSITION REPORTS TO** Business Owner/Sales Manager

### QUALIFICATIONS

- Proven experience selling value, not price
- Experience with consumer-based selling in which closing is a must
- Comfortable with in-home sales or commission-based selling
- Proven track record of meeting or exceeding high volume sales goals
- Excellent selling, negotiation, and communication skills
- Estimating or construction experience is helpful
- Able to adapt selling styles to build trust, meet the client's needs, and close the sale
- Skilled at prospecting for new leads
- Ability to work with various software and platforms for estimating
- Valid driver license with satisfactory driving record required
- Must pass a mandatory drug test

### DUTIES & RESPONSIBILITIES

- Proactively sell exterior makeovers to new and existing customers
- Create accurate estimates and understand that estimates are purchasing documents
- Confidently lead the sales process from initial customer contact through project completion following the established BAC sales process
- Create and deliver presentations tailored to customer needs
- Achieve monthly, quarterly, and annual sales goals, as set by Business Owner
- Maintain professional and technical knowledge, attend educational workshops, review

- professional resources, establish personal networks, and participate in industry associations
- Identify and recommend changes in products and processes by evaluating results, competitive developments, and staying current in market trends
- Maintain customer relationships by responding in a timely manner, ideally within 3 hours
- Communicate with customers at least 1 or more times per week during the remodeling process
- Assist project manager, office administrators, and accounting team with up-to-date information and support as needed
- Maintain samples, technology, and sales tools in a professional manner
- Lead initial pre-construction conference with project managers and customers to ensure project success
- Assist in end-of-project closeout to ensure project is completed correctly and payments are made appropriately
- Clearly articulate BAC's competitive advantage in the market
- Monitor competition by gathering marketplace information on pricing, products, delivery, and production techniques

### **SKILL DEVELOPMENT**

Attend company, product and industry training as requested. Practice ongoing self-improvement. Participate in observation, role playing, product presentations, and closing with other employees to improve sales skills. Closely evaluate sales goal accomplishment and create a plan for consistent improvement.

### **PHYSICAL DEMANDS**

Position requires working outside and around homes under construction. Appropriate protective clothing must be worn on the job site. Must regularly lift/move up to 25 pounds. Must be able to walk around homes, measure, photograph, and possibly climb a step ladder.

### **WORK HOURS**

Position is full time. The schedule has flexibility, but sales goals and project deadlines must remain a priority. Some evening and/or weekend appointments might be required.

### **PROFESSIONAL IMAGE**

For most days, business casual attire is appropriate. All clothing must be clean and professional. BAC logoed apparel is provided. Smoking is not permitted at the design center or on any customer property. Personal vehicles will be used to attend customer meetings and must be clean and maintained.

### **GOAL ACCOMPLISHMENT**

Setting and meeting specific goals and objectives is essential for success in this role. It is expected that the employee set goals in coordination with the business goals by coordinating with the business owner.

### **COMPENSATION & BENEFITS**

Bel Air Construction offers a competitive 100% commission-based compensation program created specifically for this position. Bel Air Construction also provides a comprehensive benefits package including health benefits and a retirement plan with matching contributions.

We are an equal opportunity employer.