



iGo Technology, Inc.
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Residential Broadband Sales Representative

Reports to: CEO

Department: Broadband

Updated: July, 2022

Approved: CEO

Pay Status: Base Salary + Commission

JOB SUMMARY:

Creates residential sales by identifying opportunities and engaging prospective customers, matching customer's needs to product offerings, closing sales, and maintaining customer relationships. The Residential Broadband Sales Representative is responsible for direct door to door sales in designated areas of the broadband service territory to maximize the penetration by selling broadband services to potential customers.

ESSENTIAL FUNCTIONS:

- This position requires selling a diverse range of Broadband services to residential customers in our Southwest Virginia and Northeast Tennessee market. Broadband services include Telephony (Voice over IP), Video, Internet, managed WiFi, and other layered product offerings such as home automation, energy management, security systems, and network protection.
- Meets Broadband sales goals for new and upgraded customer accounts for Broadband services through direct neighborhood sales.
- Work in coordination with other iGo departments for advertising campaigns, targeting customer locations, and achieve sales goals. Primary departments interactions with other Broadband staff and Customer Service.
- Responsible for evaluating the technology needs of the customers and determining the best product selections to recommend.
- Accurately describes and demonstrates the features, benefits and value of various Broadband related product offerings, services, and billing procedures.
- Gathers and reports competitor intelligence related to service offerings, pricing, expansion, market share, and sales activity to iGo management.
- Stays informed of technology changes, new product offerings, product enhancements, and market changes in order to communicate options to customers.

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- Maintain a thorough technical and working knowledge of all services offered by iGo Broadband.
 - Actively participate and develop new customer accounts, generate sales quotes, and handle customer inquiries.
 - Make cold and warm sales calls, follow leads, ascertain opportunities, and review serviceable locations to identify new sales opportunities.
 - Work with HOAs groups, trade fairs, and participate in community events to generate sales opportunities.
 - Represent the company, products, and employees in a positive and professional manner.
 - Participates in the development and implementation of the business strategy for the expansion of Broadband construction zones or regions.
 - Maintains established ‘customers passed/served’ objectives, prospects, closing standards, bundling objectives and sales production standards with a focus on retention and churn management.
 - Complete all required documentation, forms, and reporting including call and meeting activity, forecasting and bids and proposals within assigned territory using provided tools.
 - Work in coordination with iGo management and staff to establish sales goals and prepare written campaign strategies, as well as establish final budget and marketing plans.
 - Ability to maintain reliable, predictable and reasonable attendance.

ADDITIONAL RESPONSIBILITIES:

- Perform other duties as requested or assigned.
- Must maintain a valid driver’s license from state of residence.
- Must be available for afterhours work (subject to holidays, nights and weekends) which would include working fair share of all necessary overtime.
- Maintain any vehicle assigned in a clean and professional manor.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Outside sales experience. Preferably with voice, data, and video services.
- Technical understanding and experience in Information Technology is a plus.
- An outgoing and enthusiastic personality with a passion for sales and marketing.
- A proactive self-starter with the ability to work well independently and on a team.
- Ability to work with a variety of people and customer types.
- Ability to build and maintain professional client relationships.

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- Commitment to maintaining a professional appearance and attitude.
 - Ability to speak at public events and motivate others
 - Ability to work beyond normal business hours including evenings, weekends, and holidays as necessary
 - Required to learn company rate plans and products: voice, data, and video services via fiber optic and Wireless network delivery.
 - Must be able to keep organized, accurate records on daily activities and results.
 - Strong organizational skills and time management skills are imperative.
 - Proficient in Microsoft Office suite of products i.e., Word, Excel, Power Point, etc.
 - Excellent communication skills with a capacity to present, discuss and explain products coherently and logically both in writing and verbally.
 - Good influencing and persuasion skills with the ability to enthuse and inspire multidisciplinary teams and build successful relationships at all levels.
 - Must possess excellent communication and customer relations skills, both verbal and written.

PHYSICAL REQUIREMENTS:

Requires constant telephone and computer use which entails sitting, reaching, handling, fingering, feeling, fine manipulation, vision, talking, hearing and arm/hand use for machine control operation.

WORKING CONDITIONS:

Location of work varies between an indoor climate-controlled office environment with appropriate lighting and outside in varying weather conditions on varying terrains. May also be exposed to noise, dust, dirt or various other particles and moving mechanical parts as you traverse throughout manufacturing facilities and/or various business settings. Some overnight travel may be required.

QUALIFICATIONS:

- Associates or bachelor's degree, preferably in Business Marketing. Alternatively, a degree in Computer Science, Information Technology, Engineering or related field with sales experience will be considered.
- Minimum 2 years outside sales experience. Preferably with voice, data, and video services.

iGo Technology, Inc. wishes to be in full compliance with the Americans with Disabilities Act. In accordance with the Act, we will make reasonable accommodation to any person who needs such accommodation, whether a new hire or a current employee, assuming that the person is fully qualified for the position.

These essential job functions are not to be construed as a complete statement of all duties performed. Since jobs tend to change over time, Employees will be required to perform other job-related marginal duties as required without a formal update of the job description.