

## Sales Representative

Reports to: General Manager Sales

Employment Status: Full-time

### Organizational Context:

McPherson Media is a division of Bendigo Telco, a publicly listed telecommunications company based in Regional Victoria, supplying the latest in telecommunications services to Regional Victoria, offering solutions such as broadband and fixed voice, NBN services, small business telephone systems, as well as large scale network and cloud infrastructure deployments. Bendigo Telco's national data network connects over 4,000 services across Australia, with a reliability capable of supporting one of Australia's largest financial institutions, the Bendigo & Adelaide Bank.

Based at our Shepparton office, the McPherson Media Business Centre, the Sales Representative is responsible for driving new business opportunities and acquiring new accounts to meet sales targets, in addition to managing an existing client base of small business and second tier organizational accounts; delivering a range of solutions; creating opportunities to expand and grow existing revenues and products with these business accounts; building close relationships and a complete understanding of the business strategy and objectives of the account, and consulting on technical solutions to their business strategies and operational requirements.

All Bendigo Telco staff are potentially involved in direct dealings with customers, and may also be engaged in delivery of service or support at customer premises, and as such, Bendigo Telco's personal presentation standards apply to all positions. Likewise, all staff positions at Bendigo Telco are to the organization as a whole. Part of the Bendigo Telco philosophy is to give its staff the opportunity to gain experience in various facets of the business, and as such, staff can be directed to different roles for a shorter period of exposure or as part of a longer-term transition.

### Duties & Responsibilities:

- Follow sales plan as set out by the Sales Manager
- Develop and manage defined territory of customers
- Build relationships with existing and prospective customers
- Consult on technical solutions for these Accounts to meet their business strategies and operational requirements
- Actively seek new opportunities with local business
- Other duties as directed

### Key Performance Indicators:

- Ability to meet and manage budgets as set and agreed to
- Ability to retain existing customer base

Tolerance to rejection  
Ability to advise on basic technical products and solutions  
Ability to resolve level 1 technical issues

**Key Selection Criteria:**

Experience in face to face sales is preferred but not essential - (direct not retail)  
Experience in sales campaigns and developing sales strategies  
Commitment to the Shepparton community long term  
Experience in telecommunications industry or technical role is preferred but not essential  
Proven ability to develop and grow a territory / customer base  
Proven ability in Relationship building with business customers  
Ability to demonstrate true management skills  
Competency in Word and Excel preferable

**Qualifications & Experience:**

No specific qualifications are required; however it is likely that successful candidates will be able to demonstrate a record of appropriate achievement in a similar sales environment.  
Current Victorian drivers' license.

**Competencies:**

Customer focus  
Solution selling abilities  
Initiative  
Organizational skills  
Planning  
Relationship building  
Thinking outside the circle

**Special Requirements:**

Offers of employment are subject to the candidate undergoing a successful police check.

**Authorities**

Employee Name \_\_\_\_\_  
Employee  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Next Level Name \_\_\_\_\_  
Next Level  
Signature \_\_\_\_\_ Date \_\_\_\_\_