

Hoosier Caddy, Inc.

Advertising Sales Representative

POSITION SUMMARY

The **Sales Representative** position is responsible for direct sales and service of Hoosier Caddy™ Web site banner advertisements and Featured Course spots. The ideal candidate is professional, goal-oriented, fiercely competitive, team-centered, client-focused and should have a passion for golf. The key to success for the position is aggressive daily sales activity that results in monthly meeting of billing and sales goals. The **Sales Representative** is also expected to establish extraordinary client relationships and deliver superior service that result in “raving fan” clients.

POSITION INTERACTS WITH

The **Sales Representative** reports directly to the Regional Marketing Director who will provide sales goals and targeting direction. The Sales Representative will also work with the Director of Online Development immediately after each sale.

OBJECTIVES

1. Meet or exceed all monthly and annual sales and billing goals as part of the annual plan.
2. Generate new business through aggressive and strategic prospecting and maintain a high level of daily activity to ensure that individual sales/billing goals are met or exceeded as part of the annual plan.
3. Build long-term client relationships by delivering results through strategic and comprehensive plans.
4. Use Creative Services to help clients gain competitive advantages and market share.
5. Aggressively and passionately sell and represent all core products including Banner Advertisements, Featured Course spots, Coupon Pages, Micro Sites, etc.

KNOWLEDGE, SKILLS AND ABILITIES NEEDED

1. College degree or enrollment in college with strong understanding of Web Development and Internet Marketing preferred.
2. Strong passion for golf and an understanding of the types of businesses that the average golfer will find interesting and of use (these will be our clients).
3. Exceptional organization and communication skills.
4. Ability to independently solve problems and think strategically.
5. Poise, strong verbal communication and persuasive presentation skills.
6. Polished and professional at all times.
7. Strong work ethic and competitive nature.
8. Proficiency in the use of Microsoft® Word, Excel and Power Point.

EQUIPMENT

Candidate must have daily access to a PC, e-mail, telephone/voicemail and printer.

WORKING CONDITIONS

This is a commission-based position with Hoosier Caddy. Your compensation is solely dictated by the value of sales you complete on a monthly billing cycle. You can work five hours a week, or you can work 40 hours a week. Candidate will be given the ability to set his/her own hours as long as he/she meets monthly sales goals.

The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the duties of the job.

THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT.