



Billboard Sales Representative

Title: Billboard Sales Representative	Department: Comstor Outdoor
Reports To: Billboard Sales Manager	Supervise: N/A
Date Issued: 10/19/22	Status: Full-time
Work Location: Main office	Schedule: Monday-Friday, Business Hours
Note if remote/hybrid: Majority of work is performed in the field	Travel: Daily, regional

Our Company

Small Nation develops places, spaces, and dreams for small towns and small-town entrepreneurs across the country. Through our various divisions, we supply the structure, the education, the design, the financing, and the mentoring to develop thriving local businesses. Our Real Estate division buys and renovates historic buildings, recruits tenants, and provides property management services. Our Sales & Marketing division designs comprehensive marketing plans, provides graphic design services, designs websites, and provides promotional opportunities including billboards through Comstor Outdoor. We also provide consulting services and educational opportunities to help other communities do what Small Nation has done for Bellefontaine, Ohio.

About the Position

The Billboard Sales Representative is largely responsible for selling outdoor advertising in their assigned markets to maximize utilization of our existing inventory while ensuring customer satisfaction. The purpose of the Sales Representative is to actively prospect, contact, and close advertising sales on existing billboard inventory, Town Money Saver, and Hometown Opportunity. The Sales Rep handles the entire sales process from prospecting to close, including generating proposals, and developing creative outdoor advertising campaigns, sales contracts, RFQ's, production orders, and artwork.

- Being professional at all times is an essential function of this position, especially when dealing with customers or fellow employees whether in person, over the telephone or through email communications. All employees are entitled to a 100% non-hostile environment.
- Identifying and researching potential prospects, anticipating their advertising needs, collaborating and brainstorming advertising campaign opportunities with Sales & Marketing team that drive results for clients, successfully presenting those ideas to clients.
- Maintaining 70% billboard occupancy; contributing to achieving defined team metrics including quarterly and annual sales goals.
- Initiating and managing collection of information from client (i.e. logos, brand guidelines, marketing collateral, etc.); assisting with copy edit and layout of customer billboard artwork design for customer satisfaction; presenting proposals to clients; identifying options for working within client budgetary constraints.
- Communicating prices and terms to clients; negotiating sales and renewals; preparing advertising proposals and contracts; supporting collection on accounts.
- Meeting with Sales Manager weekly to discuss current and future sales opportunities.
- Conducting prospective calls and visits to develop new business prospects; following up on leads

and prospects.

- Establishing and maintaining contact with key prospects and accounts in person, in writing, and by phone.
- Use Hubspot to track sales activity, phone calls and visits, preparing record of sales leads, status updates, and closing timelines.
- Maintaining company's customer service and sales standards.
- Assisting with preparation of sales literature, contracts, media kits, or various other projects that are assigned.
- Assisting Sales Manager with a variety of duties, including but not limited, to call-in requests, spreadsheets, and internal paperwork.
- Keeping engaged with the broader media advertising community within the market.
- Other duties as assigned.
- Timely submission of contracts to Accounting along with details of contract.
- Follow up and detailed records of customers that are behind in payment for contract.

Required Skills

- Advanced understanding of and proven track record in successful sales techniques; ability to meet sales and occupancy goals.
- Strong closing skills required.
- Self-starter with high energy, positive outlook, and a professional demeanor.
- Outgoing and quick-thinking.
- Attention to detail in all aspects of work, able to prioritize, multi-task, and work well with a team.
- Ability to analyze and identify appropriate advertising opportunities for clients.
- Highly organized, efficient with excellent written, verbal, and interpersonal skills.
- Attention to detail in all aspects of work, able to prioritize, multi-task and work well with a team.
- Excellent computer skills required, including Microsoft Word, PowerPoint, Excel, etc.
- Understanding of customer service techniques and problem resolution; seek guidance or clarification when needed.
- Ability to listen, collect information, and process appropriately.
- Ability to follow detailed instructions.
- Ability to independently produce high quality work in a distracting work environment which may include regular interruptions from walk-in traffic, phone calls and emails.
- Ability to communicate effectively in writing and verbally using proper grammar and solid comprehension of the English language.
- Ability to meet and exceed established deadlines and respond in timely manner to customers and to sales manager.
- Ability to cooperate, collaborate and communicate with co-workers, supervisors, vendors, the public and others involved with our business.
- Maintain professionalism and a consistent and positive customer service image when interacting with vendors, customers and co-workers.
- Understanding of and compliance with company policies and procedures including safety procedures.
- A complete familiarity with company's product line and pricing is required and is easily attained within the first 30 days of employment.

Minimum Qualifications

- **Experience:** Minimum 1 year office experience is required; experience in the sales and marketing field with similar duties preferred.
- **Technology:** Microsoft Office Suite (Word and Excel)
- **Equipment:** Computer
- **Licenses/Certifications:** Valid driver's license
- **Other:** Requires reliable personal transportation
- Desire to learn

Physical Demands and Working Conditions

- 75% of work performed in field at site locations; 25% in general office environment.
- The physical demands include: lifting less than 25 pounds, seeing: reading, color distinction, acuity, depth perception, sitting greater than 50% of the time, walking greater than 50% of the time (including climbing stairs), using the computer greater than 50% of the time, and talking.
- Daily local/regional travel by automobile required (Ohio and Indiana).
- May require evenings and/or weekends.

Interested?

Fill out an application and upload your resume here: <https://smallnationstrong.com/contact/careers/>

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.