

JOB DESCRIPTION: LANDSCAPE DESIGN/SALES

CLASSIFICATION PURPOSE

This exempt position is primarily responsible for generating sales, preparing high quality and creative landscape plans that exceed client expectations, and ensuring all aspects of the entire job process are conducted efficiently, collaboratively, and profitably; performs related work as required.

ESSENTIAL FUNCTIONS

The examples of functions listed in this job description are representative, but not necessarily exhaustive, of any one position in this job classification. Management may assign other functions not listed herein at its sole discretion.

- Achieves sales and gross margin goals (e.g., design, estimate, sell, and install projects);
- prepares landscape plans to scale (e.g., planting design and grading, lighting, irrigation plans);
- takes plans from the conceptual stage through to a final working design;
- prepares associated cost estimates and estimates with subcontractors;
- prepares design/sales portion of pre-installation packet;
- conducts client meetings (e.g., initial consultation, design agreement procurement, conceptual plan design review, investment budget, installation plan/revision presentations);
- presents installation plans and revisions, final plans, estimates, and obtain signed installation contract;
- attends installation visits;
- collects client project deposits;
- conducts site analysis;
- reviews gathered data on site conditions (e.g., vegetation, drainage, locations of structures, existing utilities);
- coordinates information needed for project installation (e.g., material samples, subcontractor quotes);
- confers with clients, builders, architects, engineers on projects as required throughout installation process;
- maintains records of projects and correspondence;
- ensures Installation Manager is scheduling with subcontractors to assure project completion timeliness;
- assists Installation Manager with subcontractor coordination, project layout, troubleshooting throughout project when needed;
- approves any client billing;
- coordinates change orders using company software;
- ensures clients are being communicated with throughout the installation project;
- meets with prospective clients to convey Company unique sales proposition and address client concerns;
- informs executive management of any problems or issues current/prospective clients may have;
- may make cold calls to establish new leads;
- networks with existing sources to increase the Company's exposure;
- role models the Company's brand image at all times;
- identifies trends recommending a course for sales and marketing, defines objectives, and evaluates outcomes;
- attends trade shows;
- fills, tracks, and manages the sales pipeline;
- presents benchmarking data and state-of-the-art practices;
- develops new business contacts;
- monitors and increases capture rate;
- tracks competitors' pricing and infrastructure;
- executes an annual sales plan that targets a diverse and profitable portfolio;
- tracks all proposals, contacts, and leads;
- monitors individual sales to budget forecasting;
- utilizes computer skills, information technology, and MS Office applications effectively; and
- provides excellent service (e.g., accurate, complete, and timely) to clients, work-site partners, and company staff in a courteous and efficient manner.

COMPETENCIES

- Sales: Maintains and cultivates current client base; develops new business contacts; monitors and increases capture rate; develops and executes an annual sales plan that targets a diverse and profitable portfolio; tracks all proposals, contacts, and leads; conducts sales forecasting; achieves sales goals.

- **Results Oriented:** Maintains focus on outcomes; is proactive and goal oriented; concentrates on meeting objectives, delivering to the required time, cost, and quality; holds performance as more important than process; sets specific, measurable goals, and takes efficient action to accomplish success.
- **Business Acumen:** Demonstrates operational, conceptual, and financial proficiency with landscape industry topics; generates proposals that achieve gross profit goals; increases revenue, leverages resources, and ensures company success and growth.
- **Creativity:** Develops, designs, or creates new applications, ideas, relationships, systems, or products, including artistic contributions that blend organizational success with customer satisfaction and artistic character.
- **Decision Quality:** Consistently makes effective, timely, and sound decisions; solicits information from multiple sources prior to making a judgment; addresses goals, resources, and intangibles; considers implications and contingency plans associated with all decisions.
- **Customer Service:** Consistently exceeds customer expectations; keeps customers well-informed, listens to them attentively, and addresses their concerns; enacts a personal approach to customer service.
- **Interpersonal Skills:** Treats others with respect, collaboration, and support in such a way that work relationships are improved and morale is increased; is approachable; has effective communication skills.

EDUCATION/EXPERIENCE

An example of the preferred education, training, and/or experience that demonstrates possession of the knowledge, skills, and competencies for this position includes: at least three (3) years of professional experience involving landscape design, landscape architecture, or horticulture equivalent to that described above.

ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the functions required by this job classification. Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the functions of this job classification, on a case-by-case basis.

Frequent: sitting, time spent on the telephone, repetitive use of hands to operate computers, printers, and office equipment, standing, bending, and stooping, twisting of waist side-to-side, turning and flexion of the neck; move, lift, and carry objects weighing up to 50 pounds; walk for long distances and on sloped ground and uneven surfaces; normal manual dexterity and hand-eye coordination; corrected hearing and vision to normal range.

SPECIAL NOTES, LICENSES AND CERTIFICATIONS

Pre-employment: Incumbents must sign the Confidentiality, Non-disclosure, and Non-solicitation Agreement prior to their first day on the job.

License: A valid driver's license, which must be maintained throughout employment in this job classification, is required at the time of appointment. Employees in this job classification may be required to use their own vehicle.

Language: Fluent English communication skills are required of this position.

Certifications: No certifications are required of this position.

Working Conditions: Work is conducted predominantly in an office environment with associated noise, space, and computer screen exposure. Some work is performed outdoors, with exposure to varying temperatures, weather conditions, and noise levels; exposure to dust, pesticides, herbicides, grease, oils, dust, fumes, and electrical currents.

Background Investigation: Incumbents must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates may be subject to a background investigation and/or drug test.

Introductory Period: Incumbents appointed to this job classification serve an introductory period of three months.

KEY PERFORMANCE INDICATORS

The Key Performance Indicators for this position will be specified at the time of appointment.