



Territorial Sales Manager

To clearly outline the responsibilities and expectations associated with the Sales Representative (SR) position at WindowWorks Property Services

Introduction

The SR position is one of the most important roles in the company. An effective SR will seek to help potential customers by selling them our amazing services. Sales are the lifeblood our business, and the SR is the boots-on-the-ground hustler who keeps our pipeline filled with profitable business and “raving fan” customers.

Goals and Metrics

Weekly Sales Goals

The following benchmarks are what you should shoot for each week.

Excellent: \$25,000+/Week

Good: \$20,000/Week

Acceptable: \$15,000/Week

Poor: \$14,000/Week

Weekly Activities and Goals

- Manage and fulfill all assigned leads promptly (average of 30 new assigned leads per week)

- Generate 5 new leads per week via WindowWorks sales strategies
- Goal: Convert 75% of assigned leads into sent quotes within 48 hours and 100% of assigned leads into sent quotes within 72 hours
- Master the use of follow up and quoting strategies
- Master the use of **WindowWorks** custom quote creation Manage all personal quote related customer communication and follow up
- When dealing with customers; maintain professional, clean cut appearance; courteous, over-the-top-friendly demeanor; and always arrive on time.
- Maintain a 60% close rate
- Maintain a \$800+ average ticket

Sales Meetings And Training

- Prepare for and attend weekly Sales Team Meeting with the Sales Manager, reviewing KPI's and Big Wins.
 - Average Ticket
 - Close Rate
 - Total Quotes Sent
 - Total Sales
- Weekly review of personal sales metrics and KPI's with the aim of hitting your targets.
 - Average Ticket
 - Close Rate
 - Total Quotes Sent
 - Total Sales
- Participate in our ongoing Sales Training Program (prepared by the Sales Manager) to continually enhance personal sales skills.

New Business Development

- Focus on building new relationships with potential clients. Always be on the lookout for new opportunities to sell our amazing services to new customers.
- Develop and grow customer base in neighborhoods where we already have a client base.

Compensation Package

Compensation follows a "Base Against Commission" model. Here's how it works.

- You will receive a weekly salary of about \$600 every week throughout the year, regardless of how much you sell that week.
- This weekly salary is essentially your first \$600 worth of commission earnings for that week, earned in advance.
- As your sold jobs are completed (the work has been performed and the customer is satisfied), you will earn commission at a rate of 12% for inside sales (leads supplied to you by the company) and 15% for outside sales

- (leads you generate on your own through cold calling and prospecting).
- At the end of each week, your total sales/commissions will be calculated based off of your completed jobs.
 - If your commission amount exceeds your \$600 salary, you will earn the additional amount as a commission bonus.
 - Example: last week \$8000 worth of your sold jobs (all from company supplied leads) were completed by our production crews.
 - $12\% \times \$8000 = \960 .
 - You earned \$960 in commissions last week, but you've been "pre-paid" \$600 in the form of your salary.
 - You would receive a \$360 commission payment for that week on top of your \$600 salary.
 - You will receive each week's salary on your paycheck as part of our bi-weekly payroll cadence.
 - You will receive the month's earned commission check on your first paycheck of the following month.
 - You will receive access to a spreadsheet that shows your YTD earnings and commission totals.
 - If your commission amount is less than your \$600 salary, you will make it up on future commissions.
 - Future commission payouts will be used to get you back to "even" status before you can begin to collect commission payments again.
 - Example: last week, \$4200 worth of your sold jobs (all from company supplied leads) were completed by our production crews.
 - $12\% \times \$4200 = \504 .
 - You earned \$504 in commissions last week, but you've been pre-paid \$600 in the form of your salary.
 - You now have a deficit of \$96 in commissions that you must make up for in future sales.
 - Example: The next week you sell \$6000 in residential work, earning you \$720 in commissions.
 - Normally, you would receive a \$120 commission check (\$720 in commissions minus your \$600 salary).
 - Because you are carrying a commission deficit of \$96 from last week, your current commission check will be \$24 ($\$120 - \$96 = \24).
 - You are now "even", and as long as you out-sell your salary in the coming weeks, you will collect your full commission payouts going forward.

Residual Commissions

You will earn full commission on any **new services** sold, even to repeat customers.

You also have the opportunity to earn a small commission off of **repeat services** purchased by your past clients. It works like this:

- If a past customer contacts you directly, and you book new work for them, you earn a 5% commission on that total ticket.
 - If you reach out to a past customer and get them to book new work, you will earn a 5% commission on that total ticket.
 - If a customer contacts the office asking to book new work and we need you to get involved to move forward with the project, you will earn a 5% commission on that total ticket.
 - Example: One of your clients calls, asking to get scheduled. They are wondering about getting a bundled package this time around, and the office staff needs you to set one up for the client. The office staff will hand the client off to you to manage this part of the booking process. Because you took action on the new sale, you earn a 5% residual commission.
 - If one of your past clients contacts the office directly asking to book new work and it's unnecessary for the office to contact you in order to get them scheduled, you do not receive a residual commission.
- Residual commissions only apply to **work orders of \$500** or above. Work orders below \$500 do not qualify for residual commissions.
- Residual commissions are paid out in the same manner as standard commissions - when the work order is completed and the customer is satisfied.

Compensation Details

- Weekly salary of \$600, paid bi-weekly as part of **WindowWorks** standard payroll cadence.
- 15% Commission on all outside sales
- 12% Commission on all inside sales
- Qualifying commissions paid out on the following payday after the work is completed.
- 40 Hours of Paid Time Off annually (prorated from hire date).
 - Accessible after 90-day probationary period
 - PTO will equal weekly base salary broken down into five equal parts, but will not count as a deficit against future commissions.
 - On January 1 of each calendar year, a new bucket of 40 PTO hours automatically accrues
 - Any unused PTO from the previous year will be paid out as a bonus on the final paycheck of that calendar year.
 - If an employee leaves the company or their employment is

terminated by the company, all unused PTO is forfeited.

- Enrollment in Health Reimbursement Agreement program (after 90-day probationary period.)
 - Purchase your own health insurance policy.
 - Submit qualifying expenses (health insurance premiums, qualifying out of pocket medical expenses)
 - Receive tax free reimbursement as an additional line item on your paycheck for those expenses.
 - \$100/month reimbursement per family member with a cap of \$200/month.

Additional Items (after 90 days)

- Company vehicle supplied. Available for commute use, subject to company vehicle policy.
- Company credit card supplied. For use on fuel expenses and other necessary sales-related expenses.
- Company supplied laptop. Includes all necessary peripherals and software.
- Company supplied uniforms.