



**Landscape Maintenance Sales &
Account Manager**
Sells the jobs & sets the expectations

Introduction:

Do you have a genuine love for the outdoors and the landscaping industry? Are you a social person that thrives on building relationships? Do you want to make \$50K+?

If you answered yes, then your next career move is to Sun Valley Landscaping as our Landscape Maintenance Sales and Account Manager! We are expanding our team of 'A Players' and looking for a high-energy, self-driven person to join our fun group of landscape professionals. The Sales and Account Manager meets with company generated leads (no cold calling) and current clients to achieve sales goals.

As an industry leader, Sun Valley Landscaping has grown 20% each year for the last two years and is on track to do the same in 2015. We have big goals and need top performers in order to reach them. Our team members are passionate, outdoor lovers, community leaders, and come from diversified backgrounds. As a not-so-typical landscaping company, we offer a challenging environment with high employee retention.

At Sun Valley Landscaping we hire positive people based on our company values:

People come first.

We do it right (the right way).

It's all about the experience.

We take care in the craftsmanship.

Everyone is an owner.

Landscaping is our life. We wake up every day with the hope that we can allow others to enjoy the outdoors as much as we do.



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Objective:

The sales & account manager is a high energy, relationship building individual with expert industry experience who enjoys working with clients. The core objective of the SAM is to grow the maintenance division of Sun Valley Landscaping. This will be accomplished by the retention of existing clients and the addition of new clients. The SAM will be responsible for all new maintenance sales and help in managing the company’s existing book of business.

The sales & account manager will perform the initial site visit, provide suggestions, estimate the work and create proposals for all new clients to establish a contract with specifications of service. Existing clients will then be visited 1-8x per year to ensure the provided specs are being met, action items are being processed and to identify any additional needs for upsell. During the season the production coordinator, crews and clients will depend on the sales & account manager for technical assistance as it relates to proper turf, horticulture and landscape maintenance practices and service recommendations. At the end of each season, all contracts will be renewed for the following season. This includes snow removal operations.

The maintenance division consists of all mowing, fertilization, cleanups, turf care, chemical applications, bed maintenance, plant care, mulching, annuals, containers and snow removal services for residential and commercial clients. The sales & account manager must be thoroughly familiar with all aspects of these services, including best practices, trends, estimating, sales, production, and customer service.

Direct Reports & Relationships:

The sales & account manager will report directly to the CEO. The SAM will also be supervised by the Director of Business Development. The SAM will work closely with the production coordinator, administrative assistant and 7 maintenance crew leaders.

Accountability:	Outcomes:	KPI's:
Sales (new)	\$300,000 new sales	Lead-bid time, conversion rate
Upsells (existing clients)	\$50,000 upsells	Weekly upsell goals
Retention (annual renewals)	95% renewal in 2016	0 cancellations, 1/15/16
Touch Points	10 site visits & 10 calls per week	# of touch points / week
Communication	Responses 24hr clients, 1hr team	0 escalated responses
Technical Assistance (expertise)	Top quality specs & judgment	0 escalated quality complaints



Experience & Education:

- 5+ years combined landscape maintenance production and sales experience
- Considered an expert in the lawn and landscape maintenance field
- Associates degree (preferably in the green industry)
- Planet or Equivalent Landscape Professional Certification
- Driver's license & own vehicle to use for work (mileage reimbursed)
- Expert level computer skills - Office suite, CRM programs, GIS websites & Quickbooks
- Strong math skills – experience gathering take-offs and estimating work

Success Factors:

- Possess a genuine love for the outdoors and landscaping
- High energy, self-driven person who enjoys building & maintaining relationships
- Ability to relate to and network with a wide variety of individuals from all walks of life
- Consistently behaved person with strong core values & integrity
- Takes enjoyment in serving and providing value to others
- Enjoys working with a team and talking to people
- Enthusiastic, positive and passionate person
- Driven by a desire to accomplish company and personal goals
- Requires minimal supervision and consistently delivers above average results, success driven
- Able to make effective presentations (written and verbal)
- Able to deal with uncertainty and changing working conditions on a daily basis (stress)
- Can handle rejection and success with class
- Thrives under pressure, handles stressful situations in a calm and collective manner
- Ability to make quick judgment decisions based on logic and research
- Ability to process large amounts of information quickly
- Able to identify the most important priorities and act accordingly on a daily basis

Working Schedule:

- Willing to work long hours as necessary to accomplish set goals
- Approximate work load per week based on past experience of successful sales and account managers (spring – 60hrs, summer – 50-60hrs, fall 50-60hrs, winter 35-40hrs)
- Typical days start at 715am
- Evening appointments as necessary to meet with clients
- On-call and available for all winter snow events (help to sell & organize snow operations)





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Compensation & Benefits:

- Relaxed company culture (we work hard, but like to have fun!)
- Total compensation of \$35,000 - \$50,000+
- \$28,000-\$35,000 base salary depending on experience for the first season only
- Incentive structure allowing for earnings of an additional \$15,000+ if outcomes are met
- Potential signing bonus based on experience
- Higher commission structure for 2016 allowing for unlimited earning potential
- 2 weeks paid vacation (no vacation from March 15 – June 15)
- Paid holidays (total of 10)
- Cell phone included (unlimited plan)
- Reimbursement of \$.50 per mile for driving own vehicle for work related purposes.
- Yard & service discounts for immediate family
- Simple IRA plan available after one year (3% match)
- Health insurance available after 6 months
- Future – full time new sales person or continue building book as account manager



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