



THE WAKEFIELD COMPANIES

JOB DESCRIPTION

JOB TITLE: New Business Development Representative/Sales Dispatch

JOB TYPE: Full Time

SUPERVISOR/MANAGER: Manager of Sales & Marketing-Steve Gorman

MAIN DUTIES/RESPONSIBILITIES:

- Acquisition of New Business for all business lines including Wakefield O&I, GRRO and Record Storage
 - Take incoming calls regarding GRRO & WMS prospects
 - Review and follow up on web leads for commercial moves
- Manage Calendars for Salesmen and schedule appointments (Sales Dispatch)
- Phone calls to Prospective Customers are the main responsibility of this job. This activity represents 75% of the job function.
- Follow up with Salesperson on Lead generation and Quote generation.
- Specific Client priority for phone calls will be as follows: (Client priority will change seasonally)
 - K-12 Schools in Massachusetts (100-mile radius). *25% of monthly job effort*
 - FAC96 – Focus on Top 20 Agencies initially *25% of monthly job effort*
 - Review Commbuys for Leads
 - Commbuys quarterly reporting
 - Develop remaining list of FAC96 Agencies
 - Bill, Steve, and John A. to help in making calls to agencies.
 - AIM/Wendover Client Lists (First Priority) *25% of monthly job effort*
 - Targeted Accounts assigned by management *20% of monthly Job effort*
 - List will be developed from Randy/Bill contacts
 - Randy will develop specific target client list from Boston Bus Journal
- Business Development *5% of Total Job effort*
 - Trade Shows
 - Property Management groups

PERFORMANCE GOALS:

- Predetermined amount of phone calls per week to targeted clients split by the %'s listed above.

- All Phone activity must be documented and recorded in Hubspot to assist in development of phone call metrics.
- Will make a TBD amount of appointments per week as a result of direct call activity. Appointments to be recorded in Hubspot.

SKILLS & EXPERIENCE

Experience:

- 5 Years of prior career experience is Sales/Marketing in the Moving & Storage Business
- Use of Salesforce or similar CRM tools

Skills:

- Excellent verbal and written communication
- Organized and able to meet deadline
- Intermediate level Microsoft Office skills (Word, Excel, PowerPoint and Outlook)

To apply for position, please send cover letter to info@wakefieldmoving.com