

Class Concept

Sales Representatives are responsible for the marketing and selling of inmate-manufactured products and services to a wide variety of tax supported and non-profit organizations for North Carolina Correction Enterprises' (NCCE).

Position must plan, organize, and implement strategies, presentations, and promotional activities designed to attract and encourage new customers to order and purchase NCCE products and/or services. The Sales Representative uses marketing materials such as brochures, catalogs, postcards, and other promotional materials to introduce products and/or services that would be beneficial to potential customers.

It is the responsibility of the Sales Representative to recruit new customers within an assigned territory as well as to maintain a database of established and potential customers. Position must establish and maintain a cooperative working relationship with executives and buyers to influence and encourage their purchase of NCCE products. Position must be cognizant of all NCCE products, related technologies, and manufacturing abilities to determine appropriate potential customers and to demonstrate and/or recommend those products best suited to meet their needs.

Position will coordinate, often by meeting on several occasions, to discuss details of an order and attain final approval. This position will make the initial sales presentation, ascertain and verify order specifications, provide a price quote, and follow-up as needed to satisfy customer.

Recruitment Standards

Knowledge, Skills, and Abilities

- Thorough knowledge of all aspects of NCCE products and services is needed to assess customer need, to respond to any questions, and to suggest additional or alternative products.
- Ability to communicate with a wide variety of customers in an effective and professional manner.
- Ability to analyze territory to assess needs and locate potential customers.
- Ability to initiate and work independently and adjust priorities in order to satisfy customer needs.
- Ability to actively sell multiple types of products and services to a diverse customer base.
- Ability to establish and maintain effective and professional working relationships.

Minimum Education and Experience

Bachelor's degree in Business Administration, Public Administration, or related field from an appropriately accredited institution and six years of sales/marketing experience; or an equivalent combination of education and experience.