

## **Landscape Design & Sales**

### **Purpose and Description**

This position is responsible to bring a consistent flow of profitable design/build business to the division and company.

-- Designs and develops landscape designs, including but not limited to: planting plans, hardscapes, decks and pergolas, sprinkler systems, lighting systems.

-- Monitors installation, production and customer's perception and attitudes towards the services provided.

-- Identifies and communicates to production team any specific customer preferences or requests for service and immediately works to provide solutions to any customer complaints.

### **Responsibilities/Activities**

- Design and sell residential and commercial landscape projects to builders, developers, homeowners, and businesses that meet or exceed sales goals.
- Conduct interviews with customers to gather customer requirements and preferences for projects.
- Conduct site inspection and assessment to determine soil type, slope, drainage, exposure, and existing structures, features, roads, and utilities that will affect project.
- Create rendered drawings in AutoCad or similar software for presentation to clients, use by field staff for construction, and submittal to regulatory boards.
- Prepares and presents proposals in complete and professional manner, according to company standards.
- Ensures all estimates are prepared and approved as needed prior to presenting to customer.
- Sell work within approved margin guidelines to achieve targeted job costs and profit margins.
- Responds to all inquiries and requests for bid in a timely manner.
- Maintains record and tracking of all proposals in progress and timely follows-up to maximize sales opportunities. Aggressively pursues all proposals in progress.
- Maintains a company-owned database of current customers, prospective customers and past customers to support the marketing and sales effort.
- Monitor installation and work closely with production staff regarding scheduling, quality and customer service.
- Prospect for new business, developing relationships with builders, developers, property managers and others. Plans and maintains adequate cold and warm calls/leads to cover market.
- Represents Company at various events, organizations and associations for the purpose of building relationships that lead to new business. Acts in capacity of Company representative and develops community ties to enhance public image and brand of the Company. Maintains positive relations with other companies in the industry and related industries.
- Participates in various industry associations to increase knowledge of marketplace, sales opportunities, the competition, selling techniques and best practices. Stay abreast of design trends and continues to increase technical knowledge within industry.
- Provides feedback to the Marketing Department and offers recommendations regarding marketing strategies, materials and opportunities.

### **Qualifications & Educational Requirements**

Minimum 1-3 years sales experience.

1-3 years design experience (landscape).

Ability to use AutoCAD and or Google SketchUp or similar software.

Proficiency with computers, tablets, smartphones, and peripherals.

Ideal

3-5 years sales experience.

Bachelor's Degree in Landscape Design or Landscape Architecture.

Skilled user of AutoCAD and or Google SketchUp or similar software.

### **Work Conditions**

Must maintain regular and reliable attendance at a level acceptable to the company, including the ability to work overtime, holidays, evenings or weekends as necessary.

Must be capable of working outdoors on rough terrain job sites.

Position requires extended work hours and flexibility in scheduling; including evening or weekend hours as needed.

### **Compensation**

Base Salary: \$30k-\$45k (depending on experience)

Commission: Additional \$25k-\$75k of income based on sales goals of \$350k-\$900k

Health Insurance: Additional details provided.

Paid Time Off: Christmas week. 1-week's vacation after 1 year. All major holidays.

**Reports to** : President

**Number of Employees Supervised:** 0

[YouTube Video](https://youtu.be/9o09Clg2NBg) -- <https://youtu.be/9o09Clg2NBg>

<https://hertzlerandgeorge.com/>

Hertzler & George

223 Parkway Drive

PO Box 457

Williamsburg, VA 23187

757-229-9668