

Life FM Gippsland
Position Description
Life FM Sales Representative

Reports to:

General Manager

Overview

Life FM is a rural Christian Community Radio Station promoting positive life messages of hope and affirmation through Christian teaching and a mix of Christian and non-Christian music.

The Sales Representative role is for 16 hours per week on a salary basis, with opportunity to discuss and negotiate commission based on future performance.

Purpose

We're looking for a results-driven sales representative to actively seek out, engage and close radio sponsorship prospects. You will provide appropriate radio advertising solutions for potential customers in order to boost station revenue growth and profitability.

Key Result Areas

- Present, promote and sell products using solid arguments to existing and prospective customers
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Establish, develop and maintain positive business and customer relationships
- Reach out to customer leads through cold calling
- Expedite the resolution of customer problems and complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes
- Coordinate sales effort with management
- Analyse the territory/market's potential, track sales and status reports
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
- Continuously improve through feedback
- Liaise with relevant stakeholders to complete production of ads.
- Maintain accurate records and complete associated sales related administration tasks

Key Requirements

- Proven work experience as a sales representative desirable
- Excellent selling, communication and negotiation skills
- Prioritizing, time management and organizational skills
- Highly motivated and target driven with a proven track record in sales
- Ability to create and deliver sales presentations tailored to the audience needs
- Ability to work within a team environment and in conjunction with other department functions
- Understanding of CRM process and ability to build productive business relationships
- Relationship management skills and openness to feedback
- Ability to display and work according to the values and ethos of the organisation
- Previous sales training preferable
- Ability to travel and stay overnight on occasion preferable