Job Description
Outside Sales- Salinas Valley

General Position information:
- Location: Gonzales Branch
- Reports to: Sales Manager- Santa Maria
- Direct Reports: None
- Schedule: 7:30am – 4:30pm; 1hour lunch
- Compensation: Salary plus commission- see compensation agreement
- Benefits: Vacation and Holiday pay, medical, dental, IRA match, competitive salary

Cal Coast Irrigation Mission: Why?
Empowering Growers with Exceptional People

Cal Coast Irrigation Core Values: What?
• Honest to everyone, every time
• Treat others the way we want to be treated
• Committed to excellence- average is not acceptable
• Serve our customers with gratitude
• Provide quality craftsmanship

Cal Coast Irrigation Vision: Who?
To be the most trusted and respected provider of quality irrigation systems

This positions mission as it relates to Cal Coast’s Mission:
Build and maintain customer relationships with professionalism, expertise, and a can-do attitude.

Qualifications and skills required
1. Computer proficiency
2. Organized
3. Good communication skills with both customers and team
4. Knowledge of irrigation system components and functions
Job Description
Outside Sales- Salinas Valley

Key Result Areas

KRA #1: Provide customers with exceptional service
This key result area will be satisfactorily achieved when: customers are loyal to CCI
   1- Always do what you say you will do
   2- Utilize CCI resources to fullest potential
   3- Exceed customers expectations
   4- Encourage SM team to do the same

KRA #2: Increase sales by building and maintaining customer relationships
This key result area will be satisfactorily achieved when: gross revenues are increased year over year
   1- Be available, courteous, and on time
   2- Maintain open channels for communication
   3- Never fail to follow up
   4- Maintain market awareness
   5- Listen to customers’ needs- our very best red is no good if the customer needs blue

KRA #3: Increase customer base
This key result area will be satisfactorily achieved when: customer list is larger
   1- Seek out and meet customers we haven’t done business with yet
   2- Visit outer areas of territory
   3- Call or visit our entire customer list