Cal-Coast Irrigation, Inc.
1480 W Stowell Road Santa Maria, CA 93458
805.922.8406 Fax 805.739.1100

Job Description
Outside Sales

General Position information:
Location: Santa Maria 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- Willingness to help others succeed
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

**Contact:**
Scott Campbell
(805) 680-9314