



318 Main Street, Suite 400
Evansville, IN 47708
812-423-2020
Evansvilleregion.com

POSITION DESCRIPTION: Sales Associate

Effective: January 2025
Type: Full-time, Exempt
Reports to: Account Executive

- Are you a proactive thinker able to anticipate the next step?
- Are you looking for a new challenge and opportunity to advance your career while working on transformational initiatives?
- Do you have a strong attention to detail?
- Does the idea of building a better community and Evansville Region excite you?

The Evansville Regional Economic Partnership (E-REP) is passionate about building a stronger Evansville Region. The Sales Associate is tasked with prospecting and activating new members, partners and investors toward the success of E-REP's mission to promote regional economic development vitality through catalytic leadership, collaborative planning and coordinated investment. This position also works directly and creatively with the internal team and external volunteers to assist in volunteerism and selling of E-REP membership tiers, sponsorships, affinity programs, services and advertising.

The Sales Associate is a self-motivated sales professional with strong communication skills in writing and public speaking, enjoys networking while building relationships, prioritizes under deadline pressure and responds to requests from stakeholders. This position is a collaborator across key functions of E-REP and possess the ability to think creatively and strategically. This position will require travel throughout the Evansville Region and is able to work independently.

A successful Sales Associate purposefully ties E-REP's mission and value statement with both existing and potential stakeholders to deliver value for members, investors and partners while maintaining positive public rapport. The Sales Associate's every day actions will exemplify the guiding principles of E-REP. The position operates regionally, commits to equitable prosperity, keeps small business front and center, leverages the unique value of both the public and private sectors in delivering success, and advances regional prosperity and global relevance.

Scope of Work

The role and responsibilities of the position will include but not be limited to the following:

Business Development

- Identify and engage prospective members, effectively communicating the benefits of joining E-REP.
- Develop and deepen relationships with businesses throughout the Region in order to match the business needs with E-REP opportunities.
- Attend local business events, networking functions, and community gatherings to promote the organization and attract new members.
- Prospect new membership via cold calling, leads and referrals.
- Own, meet and exceed annual sales targets.
- Work with the Account Executive to conduct research in identifying target businesses for strategic outreach efforts.
- Work concurrently with other team members to increase leads for membership sales, Indiana Small Business Development Center clients, CoWork members, economic development and community development.
- Understand the unique perspective, wants, needs and priorities of the target audience in order to improve their interaction with E-REP.
- Maintain accurate records of member interactions and sales activities, providing regular updates to management.
- Maintain a working knowledge of all activities and offerings within E-REP.
- Support E-REP's strategic goals to meet objectives and increase membership opportunities.
- Other duties as assigned.

Administrative

- Maintain weekly activity reports and dashboards through use of E-REP's CRM database.
- Provide logistical support to E-REP events as necessary and requested by other team members.
- Update E-REP's database including recording all communications with members.
- Support Alliance activities as assigned.
- Assist with A/R collections.
- Other duties as assigned.

Key Qualifications and Personal Attributes:

Qualifications:

Education:

- This position requires a creative, results-oriented, relationship management sales professional with a bachelor's degree from an accredited university or college or equivalent experience.

Experience and Skills:

- 2 years of professional experience preferred.
- **Analytical** - Synthesizes complex or diverse information; Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason and poise when dealing with emotional topics.
- **Technical Skills** - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.
- **Customer Service** - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- **Sales** - Awareness of the consultative selling style to accurately and effectively match the offerings of the organization to the needs of the member organizations. Sales experience with consultative method preferred.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; remains open to others' ideas and tries new things.
- **Oral and written communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings. Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- **Volunteer Management** – Able to motivate volunteers to attain strategic goals. Interacts successfully with volunteers inspiring them to continue serving.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Business Acumen** - Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- **Diversity** - Demonstrates knowledge of EEO policy; shows respect and sensitivity for cultural differences; promotes a harassment-free environment.
- **Computer Skills** – To perform this job successfully, an individual must be able to effectively use multiple databases to manage sales and membership accounts. Proficient use of Microsoft Office Suite required. Proficiency of membership database tools will be required.

About the Evansville Regional Economic Partnership:

The Evansville Regional Economic Partnership (E-REP) leads economic development efforts for the Evansville, Indiana region and elevates the overall quality of life through transformational projects, planning, advocacy, and business engagement. Additionally, E-REP supports the attraction, startup, and growth of regional businesses.

- Operates regionally
- Commitment to equitable prosperity
- Small business is front and center
- Leverage the unique value of both the public and private sectors in delivering success
- Advances regional prosperity and global relevance

More information can be found at <https://evansvilleregion.com>.