

Job Description:

Visual Communications Specialist

POSITION DESCRIPTION

Responsible for sales activities from lead generation through the project management process. Serving as a first point of contact for customers, responsible for the efficient and effective processing of inbound centre requests from initial contact through project management to final product delivery. Work with the centre's management and support teams for the achievement of customer satisfaction and revenue generation, in line with company vision and values.

RESPONSIBILITIES

- 1.** Serve as first point of contact for walk-in, email, ecommerce and telephone customers.
- 2.** Direct callers and inquires to the appropriate team member.
- 3.** Demonstrate the ability to carry on a business conversation with customers and decision makers.
- 4.** Sell consultatively by determining customer needs and making appropriate recommendations using various products and the FASTSIGNS Selling Solution System.
- 5.** Develop and maintain a database of qualified leads through referrals, telephone canvassing, direct mail and email.
- 6.** Follow up on new leads and referrals resulting from telephone, marketing and email activity.
- 7.** Develop a complete understanding of pricing and proposal models.
- 8.** Complete all paperwork and follow established centre procedures from initiation through completion of a project (i.e., work order, credit approvals, POS entry, pre-payment collection, artwork approval, delinquent account collection, reporting).
- 9.** Prepare estimates and establish/maintain estimate follow-up procedures.
- 10.** Communicate with customers on order status and changes the production schedule.
- 11.** File and maintain customer records.
- 12.** Execute a variety of marketing functions: In-centre database mailings based on targeted POS lists, thank you cards 5-7 days after order is picked up, implement a call-mail-call program, execute FASTMAIL campaigns, etc.
- 13.** Develop annual sales plan with Franchise Partners, detailing activities to follow during the fiscal year.
- 14.** Maintain an attractive retail environment (clean, organized and functional).
- 15.** Support centre franchise partners or centre manager as needed with reports, close-out, invoices, and daily, weekly and monthly paperwork. Ensure WIP summary is up to date.

- 16.** Prepare status reports, including activity, closings, follow-up, and adherence to goals for weekly sales meetings. Participate WIP, centre staff and sales meetings.
- 17.** Assist in the implementation of company marketing plans as needed.
- 18.** Perform market research, competitive shops and customer surveys.
- 19.** Identify and resolve customer satisfaction issues.
- 20.** Establish and maintain effective team relationships with all support departments.
- 21.** Adhere to all company policies, procedures and business ethics codes.
- 22.** Contact customers within 3-5 days or order pick-up/delivery to confirm customer satisfaction.

ADDITIONAL RESPONSIBILITIES

- 1.** Participate in marketing events such as open house(s) and telemarketing programs.
- 2.** Assist in collection of account receivables.
- 3.** Coordinate shipping schedules and delivery of merchandise and services.
- 4.** Take an interest in the sign manufacturing process and be prepared to assist, as required, on light duty tasks.
- 5.** Other projects as required

SKILLS & EDUCATION

- Post-Secondary education
- Mastery of both verbal and written English language
- Good telephone manner
- Ability to multi-task
- Well-developed listening skills
- Attention to detail
- Good customer service and problem solving ability
- Ability to deal with tight deadlines and adapt and respond to changes in project scope and timing
- Good computer skills, with experience in MS Word, Excel and G-Suite of products
- Ability to work with numbers and can easily handle basic math, including calculations, percentages, etc.
- Punctual and reliable and have strong work ethic; some overtime may be required from time to time
- Team player but able to work independently
- Quick learner
- Experience in the signage and graphic industry would be an asset

Send resumes to:

Chris Rolls

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