



ICON Attractions, LLC

Job Title: Sales Representative

Department: Marketing

Reports To: General Manager

FLSA Status: Exempt

Summary: The primary responsibility of the Sales Representative for ICON Attractions, LLC at National Harbor is to sell superior customer service, outstanding views, memorable moments and 365 days of fun. Group tours, field trips, corporate outings, special events, sponsorships, and birthday parties all have something in common – a generous welcome at National Harbor.

Based on sales goals, the Sales Representative will reach their business targets for ticket and event space revenue through effective management of time, resources and leads through phone calls, physical visits to customer sites, networking, sales missions, trade shows and data management. This individual will develop ongoing, profitable relationships with customers and industry partners while continually maintaining a professional image of the company. Integrity, passion, and in-person presentational skills are essential for this role.

Duties and Responsibilities include the following. Other duties may be assigned.

1. Frequent local and periodic out-of-town travel is required, often including driving and or/air travel.
2. Conduct a minimum of 5 sales presentations per week by physical visits to customer locations and on-site tours.
3. Perform professional presentations or demonstrations of company product(s)/service(s) while on-site.
4. Penetrate all targeted accounts and radiate sales from within the client base.
5. Overcome objections of prospective customers.
6. Emphasize product/service features and benefits, quote prices, discuss credit terms and prepare sales order forms and reports.
7. Build and foster a network of referrals to create new opportunities for revenue growth.
8. Generate and develop new customer accounts to increase revenue by cold-calling if necessary.
9. Ensure follow-up by maintaining accurate data in CRM and tracking sales processes and procedures.

10. Always maintain professionalism, tact, diplomacy, and sensitivity to portray the company in a positive manner.
11. Actively manage call schedule to adequately cover assigned territory in a time-efficient manner.
12. Use marketing data using applicable sales management software tools to maximize sales efficiency and effectiveness.
13. Maintain accurate records, including sales call reports, expense reimbursement forms, billing invoices, and other documentation.
14. Complete and submit weekly, monthly and annual sales reports.
15. Periodically conduct information-only presentations, such as seminars, trade show demonstrations, and other efforts.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Ability:

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write business correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization. Has oral and written proficiency in the English language.

Math Ability:

Ability to add and subtract two-digit numbers and multiply and divide with 10s and 100s. Ability to perform these operations using units of American money and weight measurement, volume, and distance.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret various instructions furnished in written, oral, diagram, or schedule form.

Education/Experience:

- Bachelor's degree Preferred or three years of direct work experience in an external sales capacity
- Success in qualifying opportunities involving multiple key decision-makers

Knowledge, Skills, and Other Abilities:

- Customer service skills
- Time management
- Professionalism
- Exemplary written and oral communication skills

- Multi-tasking skills

Physical Demands:

- Ability to travel to, attend, and conduct presentations
- Occasional lifting of items up to 50 lbs.
- Physical requirements include sitting, walking, standing, hearing, speaking, repetitive motion, and finger dexterity.
- Must be able and willing to work in various indoor/outdoor temperatures.
- Work schedule will vary according to operational needs and include evenings and/or weekends.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to wet or humid conditions (non-weather), work near moving mechanical parts, outdoor weather conditions, extreme cold (non-weather), and extreme heat (non-weather).

The noise level in the work environment is often loud.