

PPAI JOB DESCRIPTION

Revised: 4-15-22

Membership Sales Representative

The Member Sales Representative is responsible for recruiting and retention for PPAI membership. Recruiting efforts include prospecting via inbound/outbound calls, website chats, tradeshows, and referrals to promote the benefits of the association. Retention efforts include member engagement touchpoints via email, inbound, video conference, and chat. Duties include the collection of membership dues, processing new member applications, and ensuring members are reporting annual sales volume.

The position requires a salesperson with a proven track record of developing a territory, closing sales, and territory management. The job requirements will include 25% travel to tradeshows and client sites, as needed.

Reporting Structure

Title of reporting manager: Manager, Membership Services
Department: Membership Services

Job Status

FLSA Status (Exempt / Non-Exempt): Non-Exempt
Compensation (Hourly / Salary): Hourly
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Onsite Hybrid Remote

Job Discretion

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

Essential Functions and Primary Duties

1. Meet or exceed new member monthly activation goal in assigned territory.
2. Build a pipeline of prospects from referrals, tradeshows, business partners, and research.
3. Represent PPAI at tradeshows to recruit new members to join the association.
4. Manage the tradeshow booth shipments and logistics.
5. Build territory retention to meet or exceed 88%.
6. Make daily outbound calls to members and prospective members in support of departmental goals.
7. Service all inbound calls, chats, and emails.
8. Ensure member records are accurate and properly maintained.
9. Follow departmental guidelines as outlined in the policies and procedures.

Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and open communication to support a successful workplace.
2. Provide a timely response to inquiries related to projects, reports, and correspondence for all audiences both internally and externally.
3. Provide a high-quality of service to all audiences both internally and externally.
4. Be fair, consistent, responsive, and supportive of leaders, staff, board members, members, and vendors.
5. Help PPAI to continually seek improvement by escalating concerns, process improvements, policy changes, or innovations to your manager. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence, and impact on the organization.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements

School/Certification Authority	Degree/ Certification	Major/ Minor
College: Preferred	BA / BS	Business / Marketing

Experience Requirements

Type of Work	Years of experience	Depth of Experience
Outbound phone sales	4+ Years	80 calls per day
Tradeshaw experience	2+ Years	Recruit for the Association

Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Excellent written & verbal skills	4+ Years	High
Strong organizational skills	4+ Years	High
Attention to detail	4+ Years	High
Strong goal orientation	4+ Years	High
Demonstrated proficiency in M-S Office Suite	4+ Years	High
Relationship building	4+ Years	High

Physical Requirements

- *Sitting: Minimum 6 hours (ACD queue) / 0% at shows
- *Standing: Minimum 4 hours (tradeshaw related) / 100% on show
- *Lifting: 25 pounds (tradeshaw related)
- *Pushing/Pulling: 50 pounds (tradeshaw related)
- *Bending/Stooping: 25 pounds (tradeshaw related)
- *Extended work hours: Some weekends (tradeshaw related)

Work Environment

- *Office environment: Yes
- *Travel: Travel multiple days per trip, up to 25%
- *Temperature controlled environment: Yes