



Digital Sales Representative

Digital Marketing Services – Roanoke, Virginia

Position Overview

LeadPoint Digital is looking for a driven Digital Sales Representative to join our team. The Digital Sales Representative will work closely with our team, prospects, and clients to identify and solve common and uncommon digital marketing and website design & development opportunities.

Responsibilities

Prospecting & Funnel Management

- Identify companies and contacts that are a good fit and can benefit from our services.
- Plan and recruit an audience for webinars, seminars, or speaking events for our expert staff to host.
- Establish and continually build relationships with prospects.
- Reach out to 20-40 contacts per day.
- Track sales funnel and keep the CRM up to date with activity and the most relevant contact information.
- Weekly strategy meetings on new and existing opportunities.

Sales Engineering

- Work with creative to develop collateral such as case studies, brochures, presentations, and other documents that will help move opportunities through their buying cycle.
- Design digital marketing programs based on the client's needs analysis that includes costing, proposal drafting, and presentation.
- File and submit agreements and other paperwork related to client-base sales.
- Renew client agreements as they get closer to expiration.

Performance

- Expected to meet annual volume-based sales goal which will be disclosed in the first interview.
- Expected to meet annual renewal percentage which will be disclosed in the first interview.
- Manage and update processes and procedures aligned with sales responsibilities.

Qualifications and Skills

Required:

- Bachelor's Degree
- Strong analytical, problem solving, organizational, prioritization, writing, and leadership skills
- Systematic and process oriented
- Self-driven & goal oriented
- High social confidence, drive, and a great communicator

Preferred:

- Education in sales or equivalent.
- Experience working in digital marketing, website design and development, or digital sales.
- Experience with common sales software and processes.



Benefits & Compensation

- Health Insurance
 - \$300 Paid by LeadPoint for Employee each month
 - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, including:
 - Dental Insurance
 - Vision Insurance
 - \$10,000 Term Life Insurance
 - Short-Term Disability Insurance
 - Family Coverage Available, Cost Varies
- Cell Phone & Downtown Parking Allowance
- Simple IRA with 3% Employer Matching
- 4-weeks Paid Vacation
- 5 Paid Sick Days
- Flexibility for Personal Situations
- \$35,000 annual salary, plus 10% commission, 10% commission sustained through renewal

Total Compensation (Salary + Benefits): \$41,930 annually, plus 10% commission

Why do you want to work for LeadPoint Digital?

Work hard; play hard. LeadPoint Digital has a team-driven culture that's focused on creating winning strategies for clients. Digital marketing is a fast-paced environment that's changing every day. Our team is agile enough to meet the demands while delivering results, from building websites to developing SEO/PPC/social media strategies to building content marketing plans. We are growing a team with goal-oriented people who like challenges and solving problems. The LeadPoint Digital team works in-office in a mountain-metro location where after-hours play can start the minute you step out of the office in downtown Roanoke, VA. Work hard; play hard.