

Lawn Care Sales/Business Development



FLSA Status: Exempt
Work Status: Full-Time / Year Round
Reports To: Owner

COMPANY OVERVIEW

When it comes to turf and tree care for your home or business, we recognize you have many options. That is why Brooklawn Services provides a personalized approach to every service we deliver. As an Indiana company, serving customers from Plainfield to Muncie, and Alexandria to Greenfield, we live and work alongside our customers, and care about the communities we serve. Our team of turf & tree care specialists are all state certified and have years of experience ensuring you receive the highest quality service from true professionals who have made this industry their career. Brooklawn is strictly focused on lawn and tree care services, allowing us to provide an enhanced customer experience at a fair price.

POSITION SUMMARY

The Lawn Care Sales Specialist is an instrumental piece to help our company continue to grow and prosper and must be committed to the mission, vision, and values of the company. The position would be based out of the Muncie office and will cover the Muncie, Anderson, and Greater Indianapolis areas. The main responsibilities for this role would be the development of a repeatable sales process/system, new sales prospecting for commercial and residential clients, and closing new sales as well as renewing existing customer accounts.

PRIMARY RESPONSIBILITIES

- New sales development through cold calling, warm calling, and follow up with current clients via telephone and face to face meetings
- Develop and maintain a high knowledge of turf types, weed types, growth habits, and disease cycles
- Field email and phone inquiries from new and existing customers and prospective customers for estimates, cancellations, and questions about services and products
- Develop and maintain a sales process and system for identifying, contacting, and selling prospective clients and a process for renewing existing clients
- Accurately measure and price Brooklawn services to all prospects and customers
- Efficiently manage assigned territory to identify key prospective clients that align with Brooklawn's ideal client profile
- Perform complete and accurate property site inspections for existing and prospective clients
- Attend and explore targeted networking events and build partnerships to expand prospect base

REQUIREMENTS

- High School Diploma required (Bachelor's degree preferred)
- Minimum of 5 years of **sales** experience in Lawn Care, Landscape, Golf Course, Turf, or Pest Control industry
- Must have a valid Indiana driver's license and be insurable with company's insurance
- Must pass a pre-employment substance screening exam and background check

KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent communication skills and highly organized
- Must be driven and self-motivated
- Experience using Real Green Software a plus
- Proficient in Microsoft Office and SharePoint
- Bachelor's degree in Horticulture a plus

SUPERVISORY RESPONSIBILITIES

None

WORKING CONDITIONS

This is an outside sales position based out of our Muncie office and will cover the Muncie, Anderson, and Greater Indianapolis areas. Typical work week requires 40-50 hours. Position requires additional hours when necessary to attend networking events, complete special projects, or to respond to client requests.

COMPENSATION

This is a full-time position and compensation includes a full benefits package (medical, dental, and vision), paid time off, retirement program with 3% company match, base salary + generous commission structure, and company vehicle.

The specific statements shown in each section of this description are not intended to be all-inclusive; they represent typical elements and criteria necessary to perform the duties of the job successfully. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin. We are also an equal opportunity employer of individuals with disabilities and protected veterans.

THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT