



## **New Sales Development Specialist**

### About LSR Multifamily

LSR Multifamily is the premier roofer and general contractor for the multifamily and commercial industries in Texas. With more than 20 service trucks statewide, and offices in Dallas/Ft. Worth, Houston, Austin and San Antonio, no other general contractor in Texas can provide better repair and maintenance services to the multifamily and commercial industries. LSR also has over 25 years of multifamily roofing, renovation, and restoration experience making us the clear choice among property owners and property management companies for their roofing and construction needs.

### The Position – New Sales Development Specialist (NSDS)

The NSDS is a key component of LSR's overall sales and operations strategy. The NSDS is responsible for owning the lead generation and execution processes for the sales department. This is accomplished by researching, identifying, qualifying and assigning opportunities and/or relationships with new and existing multifamily and commercial properties and management companies. Building initial relationships is an essential part of the role. He/she is responsible for ensuring that all opportunities are moving through the pipeline as defined in the LSR sales process. He/she is responsible for using their intellect and knowledge to identify challenges that hinder the LSR sales process and to recommend solutions. She/he will be an LSR product and services expert who can represent LSR externally to existing and potential clients in an array of environments. Of paramount importance is for LSR to maintain existing property manager and property maintenance manager relationships by supporting their maintenance, rapid response, and emergency service needs.

### Primary Responsibilities

- Adds to the lead generation and qualifying process for the sales department.
- Creates target lists based on LSR growth needs that align with the LSR's go to market strategy. Makes recommendations for the sales to target.
- Reports weekly on sales activities and corresponding results. Makes recommendations for modifications as needed.
- Manages CRM including creating/updating opportunities, managing account data, updating/managing pipeline accuracy, creating/updating various pipeline reports.
- Plans and executes targeted customer engagement events.
- Reviews daily and weekly sales reports/scorecards for opportunities that need to be maximized.



- Increase penetration within existing clients to add additional new properties for work.
- Helps build a robust pipeline of opportunities and contacts to achieve LSR yearly sales goals.
- Understand LSR's sales Unique and translate it into a winning value proposition.
- Understand, coach and follow the LSR sales process and win new business aligned with the strategic focus of LSR.
- Prepares bid documents with appropriate information as required to support sales team.
- Provide additional sales administration support, as assigned.

#### Additional Responsibilities

- Ensure that all client and new business opportunity information is captured in the CRM.
- Be a team player working with the leadership team, sales support, coordinators, estimators, and customer service.
- Sell high-quality business that fits the company's sales and go-to-market strategies and that LSR's operations/installation team can successfully produce and deliver.
- Own and participate in creating winning quotes and proposals that differentiate the company.
- Follow the LSR sales process by owning and participating in developing solutions, services, pricing and terms.
- Present an image and demeanor that positively represents LSR's culture and values and appropriately mirrors the image of the client.

#### Personal Qualities Expected

- Loves selling and winning using complex market research.
- Loves communicating with existing and potential clients in various mediums.
- Passionate about LSR and the services we provide.
- Works collaboratively and independently, without close supervision.
- Likes engaging clients on business and personal levels, formally and informally.



- Understands sales/marketing/lead generation activities and their integration into their sales process.
- Must be an excellent problem solver and willing to collaborate in stressful and demanding environment
- Assigns new incoming leads per agreed upon process.
- Keep Director of Business Development informed of any key opportunities entered into the CRM.
- Support sales and leadership teams on outbound strategies and lead generating efforts
- Holds self and others accountable, able to accept responsibility.
- High attention to details and accuracy.
- Client-first, service orientation.
- Ability to critique, established processes.
- Embraces LSR's culture, ethics and core values.

#### Compensation

- Salary
- Truck allowance
- Commission