

Columbia Dental Laboratory
Employee Job Description

Job Title/ Code: **Marketing, Sales and Customer Service Representative**
Work Schedule: 40 hours per week, schedule may vary
Salary Range: \$9.00 per hour to start plus commission
Location/ Address: 11820 NE Crestwood St., Vancouver, WA 98684
Reports to: Laboratory owner/ manager
Supervisory responsibilities: None
Job Purpose: Markets and solicites dental lab services to local and regional Dental Providers.
Provides responsive and effective service support to our valued Doctors and staff.

Candidate Profile:

- 1 Honest, Trustworthy, Loyal and Respectful to the lab Owner/Manager and Clients.
- 2 Safeguards confidentiality of Company, Personnel, and Client information.
- 3 Active listener and speaker to others to effectively receive and convey information.
- 4 Communicates effectively with others in writing as indicated by the needs of the lab.
- 5 Professionally dressed and has reliable and presentable transportation.
- 6 Unquestioned punctuality in all business and Company related activities.
- 7 Works independently according to the daily plan without direct supervision.
- 8 One year of successful outside sales experience preferred.
- 9 1 year of specific experience in the care and treatment of dental patients preferred
- 10 Knowledge of quality service standards as they pertain to the dental community preferred.
- 11 Knowledge of the Dental Laboratory environment and manufactured products preferred .
- 12 Strives for excellence, providing world class customer service
- 13 Helps achieve department goals and related results
- 14 Adheres to company policies as outlined in the company handbook and memos.
- 15 Follows all safety procedures.

On the road Job Description:

- 1 **Provides** sufficient sales materials for distribution along the planned route.
- 2 **Conducts** between 6 and 8 office visits per day to new or established accounts.
- 3 **Conducts** at least 1 sales presentation to a Doctor per day.
- 4 **Establishes** a contact file of key personnel in each office after each office visit.

In the Office Job Description:

- 1 **Organizes** sales calls geographically to save fuel and maximize contacts.
- 2 **Conducts** morning brief to the Owner/Manager on the days/previous days activities.
- 3 **Sets** at least 1 face to face Doctors meeting/Presentation appointment per day.
- 4 **Establish** a journal to map out an individual marketing plan for each Practice
- 5 **Conducts** telephone follow up calls with office contacts in each Practice.
- 6 **Review/rehearse/revise** policies and trends as they pertain to your presentation.
- 7 **Effectively employs** Email and MS Office software for sales and servicing duties, in planning, reporting, company relations, and other administrative chores.

Revised by: W. Enos Date: 13 Jul 07
Reviewed by: Date:
Approved by: BJ Ji Date: 2 Apr 09

