

Sales & Marketing Specialist

Job Description

Farmers Telephone Company and FTI Wifi are seeking a highly motivated individual focused on quality customer service to join our team to fill the position of Sales & Marketing Specialist. Farmers is an Internet Service Provider in Southwest Colorado established in 1920 with two offices locations in Cortez and Pleasant View CO. We offer internet and voice solutions across a variety of technologies. We are focused on human connections with treating employees and customers as our top priority with an emphasis on improving the lives of our community.

General Summary

This is an exempt full-time position. Sells telecommunications solutions to commercial and residential customers. Follows up on sales leads and informs and educates potential customers of available products and services. Defines potential customer needs, finds solutions, develops proposals and sales presentations, and closes the sale. Maintains contact with existing customer base to capitalize on new sales opportunities. Follows up with customers to ensure customer satisfaction. Uses social media platforms, digital ads, local events, and HubSpot to market and grow the business. Performs basic marketing efforts and works directly with upper management on sales and marketing strategies.

Essential Job Functions

- Sells business/residential solutions and equipment by identifying, research and contacting potential customers.
- Helps create digital content/ads and manages companies' social media platforms.
- Follows up on sales leads from technicians, advertisements, and promotions.
- Informs and educates potential customers of available products and services.

- Defines potential customer needs, finds solutions, develops proposals and sales presentations, and closes the sale. Coordinates with Network Manager/Supervisor on complex customer solutions.
- Maintains contact with existing customer base and capitalizes on any new sales opportunities by introducing new technologies, products, and services to support client operations.
- Will be trained as backup Customer Service Representative.
- Performs all other related duties as assigned by management.

Community engagement

- Participation in local events to include chamber and economic forums, farmers markets, home and garden shows in the local area. Working in concert with executive leadership and community leaders building rapport.

Minimum Qualifications

- High school diploma or equivalent plus two or more years of previous sales and or marketing experience required.
- Excellent written and oral communication skills.
- Excellent listener.
- Professional appearance and integrity.
- Critical thinking and problem-solving.
- Proficiency with Microsoft Office Suite (Outlook, Word, Excel, Teams, PowerPoint).
- Skill in persuasion techniques.
- Highly skilled in negotiating.
- Ability to communicate with customers, co-workers, and various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments.

- Ability to pay close attention to detail.
- Highly proficient using social media platforms.

Preferred Qualifications

Bachelor's degree in Sales/Marketing/Business.

5 Years of sales and or marketing experience.

2 years of working in the telecommunications industry.

Additional Comments:

Farmers offers competitive compensation and a comprehensive benefits package through NTCA as well as a challenging work environment. This position offers a base salary + commission. Farmers conduct background checks as well as pre-employment drug screenings. If you are interested in joining our team, please submit via email for confidential consideration a cover letter, resume and three professional references to General Manager Bill Blackford @ bblackford@farmerstelcom.com