

**STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION**

SALES AND MARKETING SPECIALIST

I. DEFINITION

This is responsible professional work in the procurement of contracts and/or the marketing of products made by correctional inmates, disabled workers or similar persons for sale on the open market or to public/nonprofit agencies. Positions allocated to this class serve as the sales manager for a significant assigned territory or a statewide specialist in the marketing of a particular product line. Functions include securing contracts and sales of products, conducting market research, promoting the sale of products through appearances at trade shows and direct contracts with potential customers, developing sales campaigns, expediting production or delivery of products, and assisting in the design of customer products. Positions may lead the work of Sales Representatives. Work is performed independently in accordance with broad marketing goals and plans developed by higher-level staff.

Examples of Work Performed:

- Locate governmental units, tax supported agencies, nonprofit or private organizations or follow up on leads provided by sales office to determine potential customers. Call on new or previous customers to present product line and encourage new or repeat sales.
- Present information on industrial programs and products at trade shows or to other groups.
- Assist production staff in expediting production, purchasing or delivery of orders.
- Visit retail establishments, read trade journals and attend conventions to obtain information on competitive lines, pricing trends or ideas for new products.
- Meet with customers to assist in developing designs/specifications for new products.
- Develop specific sales and marketing plans for assigned region or product line.
- Answer customer phone inquiries and complaints.
- Fill out sales reports to indicate contacts made and use of resources.
- May assign and review work of Sales Representatives.

II. QUALIFICATIONS

The qualifications required for these positions will be determined on a position-by-position basis at the time of recruitment. Such determinations will be made based on an analysis of the objectives and tasks performed and by an identification of the education, training, work, or other life experience(s) which would provide reasonable assurance that the knowledge and skills required to perform the tasks upon appointment have been acquired.

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