

## POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

<b>2. Employee's Name (Last, First, M.I.)</b>	<b>8. Department/Agency</b> DOC-MICHIGAN STATE INDUSTRIES
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b> Budget and Operations Administration (BOA)
<b>4. Civil Service Position Code Description</b> Promotional Agent-E	<b>10. Division</b> Michigan State Industries (MSI)
<b>5. Working Title (What the agency calls the position)</b> Sales and Marketing Representative	<b>11. Section</b> Employment Readiness
<b>6. Name and Position Code Description of Direct Supervisor</b> GUTHRIE, CHAD A; DEPARTMENTAL MANAGER-3	<b>12. Unit</b> Sales and Marketing
<b>7. Name and Position Code Description of Second Level Supervisor</b> HEHRER, MADYSON M; STATE ADMINISTRATIVE MANAGER-1	<b>13. Work Location (City and Address)/Hours of Work</b> Grandview Plaza; 206 E Michigan Ave., Lansing, MI 48933 / Monday – Friday / 8:00AM – 5:00PM

**14. General Summary of Function/Purpose of Position**

Responsible for actively selling MSI's products and services to both current and potential customers. Assists in obtaining product or marketing information as necessary. Objective is to maximize sales of MSI products while minimizing cost of sales. Provide follow up service to customer requests. Required to attend trade shows and conferences (in state and out of state), set up and take down MSI booth. Responsible for coordinating with manufacturing operations and serving as a liaison between customers and factory operations.

The sales territory covers the entire State of Michigan.

Extensive travel, overnight stays and some weekends may be required.

This position will be required to visit operations that are inside the secure perimeter of Correctional Facilities.

This position may be performed remotely based on MSI needs.

**15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.**

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

**Duty 1**

**General Summary:**

**Percentage: 65**

Field incoming inquiries from current and potential customers, provide price quotations, close sales and follow up on delivery inquiries with the factory and distribution center, serve as a liaison between the customer and factory regarding inquiries for new products and/or modifications of existing ones and resolving customer complaints. Make sales calls and appointments with government entities and 501(c)3 non-profit organizations, in a designated, mostly in-state, territory and as directed by Sales Manager.

Sales representative accomplishes this through establishing good customer relations using sound, standard business practices.

Responsibilities include maintaining, monitoring and recording account sales and communicating with agency staff to keep and grow existing non-MDOC accounts. Additional responsibilities include keeping abreast of price increases, providing new fiscal year pricing and providing Sales Manager with marketing information when needed.

**Individual tasks related to the duty:**

- Provide price quotations and product descriptions to customers.
- Access Customer Relations Management software to track orders and inquiries and run reports.
- Meets with federal, state and local officials or interested groups to promote marketing programs.
- Plans and develops advertising, displays, literature and other promotional materials.
- Solicits the cooperation of press, radio and television for the promotion of programs and services.
- Maintains records and prepares reports and correspondence related to the work.
- Performs related work as assigned.

**Duty 2**

**General Summary:**

**Percentage: 15**

Establish and maintain good customer relations. Provide written monthly report and other reports upon request. Control travel expenses as outlined by State Travel and Vehicle Use guidelines and as authorized by departmental budgets and policies and MSI management and policies.

**Individual tasks related to the duty:**

- Maintain a written weekly sales call schedule or calendar on Outlook.
- Complete monthly reports, travel expense vouchers and vehicle usage reports.
- Optimize sales call schedules to ensure all travel is direct, efficient and to the benefit of the State.

**Duty 3**

**General Summary:**

**Percentage: 5**

Attend in-state, regional and national trade shows to participate in the sales and promotion of MSI products and services as required or directed by Sales Manager or MSI Management. This may involve working weekends and evenings and may include overnight stays and out-of-state travel.

**Individual tasks related to the duty:**

- Staff a booth at trade shows. Help set up and teardown displays.

**Duty 4**

**General Summary:**

**Percentage: 5**

Provide written and/or verbal market and/or product information or research as needed to ensure the mission of MSI is met. Complete price comparisons and competitor analysis as needed or when directed by Sales Manager.

**Individual tasks related to the duty:**

- Attend bid openings and obtain bid information.

- Generate new product analysis including potential customers, competitors' information and pricing and potential sales volume.
- Participate in new product development meetings.

**Duty 5**

**General Summary:**

**Percentage: 5**

Complete other projects or duties as necessary to meet the mission of MSI, MDOC or as directed by management.

**Individual tasks related to the duty:**

- Submit orders for samples, provide marketing department with input for generating product flyers/information sheets and training other staff members.

**Duty 6**

**General Summary:**

**Percentage: 5**

Communicate with factory representatives (Superintendents) relative to product design, manufacturing capabilities and delivery (production) schedules.

**Individual tasks related to the duty:**

- Meet with factory staff or supervisors to discuss new products or customer requested changes.

**16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.**

Determining sales schedule, content, strategy and routing. Proper scheduling affects the relationship with the customer and is necessary to ensure maximum ability to complete a successful sale. Detailed scheduling allows for minimized selling costs, efficient operation of and communication to MSI sales department and MSI overall.

Some decisions regarding handling of customer complaints. Proper handling of complaints ensures optimal return business and customer satisfaction while minimizing cost to the factory and MSI.

**17. Describe the types of decisions that require the supervisor's review.**

Handling of customer complaints. New and custom product manufacturing and pricing. Trade show/convention attendance. Overnight and out-of-state business travel.

**18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.**

Extensive travel by state owned vehicle in all weather conditions. Required to go inside prisons, jails or detention facilities to make sales calls or as needed to visit prison-based factories. Loading and unloading vehicles with product samples and taking them in and out of customers' business locations. Items include clothing, shoes, or other products as needed for sales calls. Set up trade show displays several times a year. This includes set up of backdrop, clothing racks, and other displays. Occasionally requires the moving of furniture.

**19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.**

**Additional Subordinates**

**20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):**

- |                            |                                    |                            |               |
|----------------------------|------------------------------------|----------------------------|---------------|
| <input type="checkbox"/> N | Complete and sign service ratings. | <input type="checkbox"/> N | Assign work.  |
| <input type="checkbox"/> N | Provide formal written counseling. | <input type="checkbox"/> N | Approve work. |
| <input type="checkbox"/> N | Approve leave requests.            | <input type="checkbox"/> N | Review work.  |

N Approve time and attendance.

N Provide guidance on work methods.

N Orally reprimand.

N Train employees in the work.

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes

23. What are the essential functions of this position?

To make sales calls on all current and potential customers in a professional, timely and efficient manner to sell current MSI products and services.

Maintain cordial and professional relationships with customers, Lansing Central Office staff and other MSI staff located at various facilities.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

Increased accountability for call schedules and travel. Products and services have and are changing. MSI is reviewing and implementing new procedures regarding new and custom product development, handling of customer complaints and sales calls.

Must operate a computer and be willing to learn the Global Shop ERP program.

25. What is the function of the work area and how does this position fit into that function?

This work area is responsible for generating sales of products manufactured by prison workers. This includes taking orders, handling customer relations, customer complaints, providing product information and handling bid/quote requests. Further, this work area is involved in providing marketing/sales information and product production goals.

This position is involved in generating and selling the products and collecting marketing/sales information for production.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

**EDUCATION:**

Possession of a bachelor's degree in any major.

**EXPERIENCE:**

**Promotional Agent 9**

No specific type or amount is required.

**Promotional Agent 10**

One year of professional experience providing professional promotional agent services equivalent to a Promotional Agent 9.

**Promotional Agent P11**

Two years of professional experience providing professional promotional agent services equivalent to a Promotional Agent, including one year equivalent to a Promotional Agent 10.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Skills in direct sales, preferably including sales of a wide variety of products to various customers with diverse locations.
- Knowledge of basic marketing and sales research.
- Knowledge of, strategizing targets and professional presentation in all regards.
- Knowledge of advertising methods and techniques.
- Knowledge of outlets for services, products or commodities.
- Knowledge of the production, manufacturing, and distribution requirements of major types of firms.
- Ability to establish and maintain effective working relationships with individuals, communities, and organizations.
- Ability to represent the agency in business and governmental contacts at the state, national and international levels.
- Ability to interpret and explain departmental services and programs.
- Knowledge of the types of informational media appropriate to the work.
- Ability to maintain favorable public relations.

- Ability to maintain records, and prepare reports and correspondence related to the work.
- Ability to communicate effectively with others.

**CERTIFICATES, LICENSES,  
REGISTRATIONS:**

None

*NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.*

*I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.*

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

**TO BE FILLED OUT BY APPOINTING AUTHORITY**

Indicate any exceptions or additions to the statements of employee or supervisors.

None

*I certify that the entries on these pages are accurate and complete.*

STEPHEN FORREST

9/21/2022

\_\_\_\_\_  
Appointing Authority

\_\_\_\_\_  
Date

*I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.*

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date