



## Outside Sales Representative

*The Newberry Observer – Newberry, SC*

The Newberry Observer is an American newspaper based in Newberry, South Carolina covering Newberry County, S.C. The modern Newberry Observer was first published in 1883.

Our newspaper seeks to provide the news the community needs, reported faithfully and fully, with respect for all and favor to none. We strive to be authoritative and insightful, to inform and to delight.

To accomplish this mission, we set for ourselves the following goals:

- To be the indispensable, timely source of information and community coverage, examining all subjects that impact readers.
- To provide community members with information relevant to their daily lives.
- To raise issues aggressively and constructively in matters of public interest.
- To reflect the diversity of our community's people.
- To ensure that the right information reaches the right audience, at the time they want it using the wide variety of formats available to us.

### **Job Description:**

The Newberry Observer is seeking a full time, Outside Sales Representative. This position will be responsible for growing existing accounts and securing new accounts for different newspapers.

### **Responsibilities:**

- Demonstrate a strong commitment to the community
- Travel throughout assigned territory to service existing account list and develop new customers.
- Develop sales ideas to help create new sources of revenue.
- Meet or exceed monthly, quarterly and annual sales goals.
- Listen to customer's needs and advise them in effective use of advertising.
- Maintain knowledge of advertising rates, current circulation.
- Assist in collections.
- Provide proofs to clients as requested.
- Make cold calls and prepare sales presentations in an ongoing effort to develop new business.
- Report daily sales activity on call sheets to advertising manager.
- Good with computers
- Have sufficient transportation.

### **Skills:**

- 1-2 years' experience in a sales related position

**Salary:** \$23,099 per year + monthly commissions

**Benefits:** Health, dental and vision insurance, life insurance, paid time off, flexible schedule, health savings account

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