

**KUSTOM SIGNALS, INC.  
POSITION DESCRIPTION**

**Position Title:** Prospector  
**Department:** Domestic Sales  
**Reports To:** Inside Sales Manager

**Job Grade:** 10NE  
**Cost Center:** 10401

**Prospector Position Summary**

The prospector is responsible to manage the development of new sales opportunities through a partnership with the Company's Sales Team within a defined geographic territory(ies). This position must develop client relationships within the Law Enforcement and/or Public Safety industry based on trust and accountability in an effort to meet and exceed the expectations of the client and the Account Manager's and Regional Sales Manager territory(ies) sales growth plan.

**Education**

High school diploma required and a Four (4) year post-secondary degree preferred or equivalent job knowledge and experience may be substitute in lieu of degree.

**Experience**

- Two (2) years previous prospecting/telemarketer experience (preferred).
- Experience working within a Team Environment.
- Previous use of sales automation and/or Customer Relationship Management (CRM) software.
- Sales prospecting/telemarketing experience.

**Skills**

- Demonstrated success in, prospecting/telemarketing, understanding buying behaviors, needs analysis, and communicating value.
- Must be able to effectively communicate features, benefits, and value.
- Ability to execute a daily plan, account development strategies and/or coordination and account retention strategies and/or coordination.
- Must be self-motivated, detail oriented, highly organized and/or disciplined, and have the ability to work with minimal supervision.
- Exceptional oral and written communications skills.
- Must demonstrate a high level of proficiency in Microsoft Office suite.
- Must possess excellent phone voice and/or etiquette and customer service skills.
- Ability to interact professionally with all levels of customers both internal and external.
- Ability to learn the Kustom Signals, Inc. (KSI) products, components.
- Ability to adapt to changing organizational needs.
- Ability to concurrently manage multiple tasks.
- Problem solver, detail oriented.

**Duties and Responsibilities**

- Manage, identify and qualify through prospecting customer needs using KSI Selling Solutions process. Solutions would include but not limited to In-Car Video (ICV), Body Worn Video (BWV), local vs. cloud based evidence management solutions, Speed Enforcement RADAR, Speed Enforcement Laser (LIDAR), and Speed Awareness and/or Messaging Trailers. Once identified and customer's needs qualified, pass information to the sales teams for follow up and development of sales opportunity(ies).
- Prospect potential customer base (Police Departments, Sheriff's Offices, State Police, Highway Patrol, Military Police, etc.) by phone and email in assigned territory(ies) to uncover sales opportunities through prospecting, identify potential customer needs, and develop and manage the foundation for future opportunities.
- Develop and manage a rolling 3 week territory(ies) prospecting schedule in Outlook.
- Develop a fundamental knowledge of competitive products and how they compare to KSI product offerings.
- Accurately document details of customer communications and activity in CRM software program.
- Submit weekly report and maintain matrix of KPI metrics.
- General administrative work.
- Other duties as assigned.

### **Territory(ies) Management**

- Develop, execute and manage sound business strategies and coordinate them within assigned territory(ies) in an effort to improve revenue growth and maximize profits.
- Work to uncover new sales opportunities and outline follow-up steps for the Sales Teams.
- Maintain and manage accurate records and generate reports as required.
- Other duties as assigned.

### **Equipment to Be Used**

Computer, fax machine, telephone, calculator, copier, and portfolio specific equipment, CRM and accounting software JDEdwards.

### **Typical Physical Demands**

- Act and dress in a professional manner during all office times. When traveling dress code is business professional.
- Regularly required to sit, stand, talk, and/or listen for eight (8) hours a day, five (5) days a week.
- Frequently required to reach with hands and/or arms during use of equipment.
- Occasionally required to lift and/or move up to ten (10) pounds.
- Specific vision abilities required include close vision and ability to adjust focus.
- Ability to drive a Company vehicle.

### **Typical Mental Demands**

- Must possess a high capacity for multi-tasking, balancing multiple priorities concurrently.
- Ability to read and comprehend correspondence.
- Ability to add, subtract, multiply and divide as well as calculate figures and amounts of Ability to effectively present information to customers, clients, and others.
- Ability to deal with and help solve problems involving several concrete variables in standardized situations.
- Ability to recall situations from information entered into CRM database.

**Working Conditions**

Typical temperature-controlled, office environment. Ability to work with minimal supervision.

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The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of persons in these positions and shall not be constructed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.

**Employee Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Supervisor/Mgr. Signature** \_\_\_\_\_ **Date** \_\_\_\_\_