



Sales Position Agreement

Goal: Close a Steady Stream of Qualified New Customers

Outside Sales Position Overview

This outside sales position is responsible for **closing** a steady stream of **qualified new customers** for Create Studios.

First, a little about our tribe:

- We're a growing boutique web and digital agency founded in 2005.
- Our office is at the beach on Atlantic Blvd.
- We have team members in Jacksonville, Ocala, NY, and Boston.
- We have a few folks overseas who have been with us since 2011.
- Check out the video on our homepage at <http://www.createwds.com>
- We have aggressive plans for growth and long-term sustainability (think decades).
- You can learn more about our culture at the end of this document.

Watch this Quick Video Overview

Jeff Venn, who founded Create Studios, walks you through a five-minute overview here: <https://www.youtube.com/watch?v=h-OvucAvX6A>



Are You The Right Person?

Before we get too far along, let's make sure you share the right characteristics for this outside sales role.

We're not looking for people who share these characteristics :-{

- You're not *really* into sales.
- Everyone is a prospect.
- You love talking so much you forgot to listen.
- You connect with multiple opportunities but fail to close deals.
- You have a low work ethic and you get easily bored when setting appointments.
- You struggle with nurturing lagging opportunities.
- You're unable to focus.
- You don't depend on other team members to supply what you need.
- You bulldoze through things without being considerate of others perspectives and points of view.
- You lack genuine social empathy.
- You missed the attention to detail "pop quiz" question later in this job description.

We're looking for just the right person who shares these characteristics :-)

- You don't like to lose.
- You take initiative.
- You assertive.
- You're tenacious.
- You ask insightful questions.
- You're a great listener and observer.
- You're great at building and maintaining relationships.
- You're not afraid to ask for the sale.
- You're not fazed by rejection. "No" is just another door opening.
- You like to make money and aren't ashamed to say so.
- You show a sense of urgency when approaching any sales task.
- You choose to take the lane of discipline when it comes to "boring" duties and are able to really focus on crucial sales activities.
- You constantly review our company tactics and tools to see what you need to close deals.
- You are naturally inquisitive, this stems from the knowledge that identifying a buyer's real need begins with asking the right probing questions.
- You know how to adapt your actions, tone, and behavior to a prospect's situation.
- You're empathetic and self-aware of how your behavior, tone, and words affect others.
- You like detail and read every single bullet in this list.

Monthly Targets and Commission

The goal is to sell three websites, two recurring online marketing projects, and three enhancements.

Project	Projects	Avg Value	Monthly Total	Commission	Monthly	Annual
Websites	3	\$10,000	\$30,000	4%	\$1,200	\$14,400
Online Marketing	2	\$2,000	\$4,000	6%	\$1,440	\$17,280
Enhancements	3	\$1,000	\$3,000	12%	\$360	\$4,320
			\$37,000	Commission Pay	\$3,000	\$36,000
				Base Pay	\$3,333	\$40,000
				Total Income	\$6,333	\$76,000

Your Total Package

This is based on the % of Sales Target Met, Commission Payouts, and the \$40k base pay.

% of Sales Target	Annual Sales	Monthly Sales	Commission	Base Pay	Annual Take Home Total
120%	\$532,800	\$44,400	\$43,200	\$40,000	\$83,200
100%	\$444,000	\$37,000	\$36,000	\$40,000	\$76,000
90%	\$399,600	\$33,300	\$32,400	\$40,000	\$72,400
80%	\$355,200	\$29,600	\$28,800	\$40,000	\$68,800
70%	\$310,800	\$25,900	\$25,200	\$40,000	\$65,200
60%	\$266,400	\$22,200	\$21,600	\$40,000	\$61,600
50%	\$222,000	\$18,500	\$18,000	\$40,000	\$58,000
40%	\$177,600	\$14,800	\$14,400	\$40,000	\$54,400

First Six Month Goals

These are the sales requirements for the position for the first six months.

Six Month Plan	Annual Goals	Monthly Goals	Percent Target
Month 1	\$177,600	\$14,800	40%
Month 2	\$222,000	\$18,500	50%
Month 3	\$222,000	\$18,500	50%
Month 4	\$266,400	\$22,200	60%
Month 5	\$310,800	\$25,900	70%
Month 6	\$310,800	\$25,900	70%

Details

- Online marketing commission is paid out over 6 months, the customer must stay on board
- Commissions are paid during the two-week pay-period the customer is invoiced.
- For leads you generate, the commission structure is represented above.
- For leads that Create Studios provides to you, that you take the lead on and close, the commission is 80% and 80% of the total sale is counted towards your monthly revenue goal.

Commission to Base Salary Ratio

Starting out, you'll have a solid base so you have some cushion.

First 90 Days		
Commission	\$36,000	47%
Base	\$40,000	53%
Salary	\$76,000	

After 90-days, the pay will be weighted for 60% commission and 40% base. As you meet and exceed your goals, this will allow you to make more money.

After 90 Days		
Commission	\$45,600	60%
Base	\$30,400	40%
Salary	\$76,000	

Accountability

- Crush your monthly sales goals
- Generate Your Own Leads
- Work Create Studios Leads Provided to You
- Create and Nurture Strategic Partner Relationships
- Lead Marketing Initiatives
- Upsell Create Studios past and present customers
- Accountable for items detailed in the [weekly running notes](#)

Skills

- Bachelor's Degree in Business Administration or related field required
- 3+ years' outside sales experience required
- Marketing experience desired
- Engaging presentation skills

Schedule

- Local travel within Jacksonville only
- Occasional travel outside of Jacksonville 1-2 times per year
- Work Schedule: Full time, set your own hours, based on sales results
- 4-5 early evening networking events per month, otherwise M-F typical hours

Benefits

- Contract to start, payroll afterwards
- On-the-job training
- Ten paid major holidays per year
- Very flexible and autonomous work environment

Position Requirements

- Setting weekly goals on Monday and reporting progress on Friday to leadership team
- Pipedrive CRM is updated daily, in real-time
- Oh, and before I forget, POP QUIZ - your first interview question. What is the answer to the math problem $15+2$? Make sure I can see this *clearly* in your response. If I don't see it, then I can't consider you for the position.
- Leads marketing initiatives, with the support of Create Studios team and shows measurable progress by meeting dates detailed in the [weekly running notes](#)

How to Apply

Presentation skills are super important, so send over a quick video recording and introduce yourself to Jeff Venn at (904) 705-7381 or email it to jeff@creatwebstudios.com subject lines: "Interested in Sales Position"

Questions to answer in your video

1. Introduce yourself
2. What's your biggest pet peeve?
3. If you lost a chess match what would you do, how would you respond?
4. What core values should every salesperson possess?
5. Why do you want to work for this company?

Our Culture

- Be Friendly
- Be Flexible
- Be Available
- Communicate
- Take Initiative
- Be Organized
- Document What You Do
- Follow the Process
- Set and Meet Expectations
- Take Ownership
- Pay Attention to Details
- Create Inspiring Designs
- Produce Measurable Results
- Continuously Make Things Better

Be Friendly

We create a work environment where we truly care for each other's well being. We care about the little things in our lives like a fun weekend, a birthday celebration, or a vacation we're looking forward to.

When things get stressful, we express ourselves without being disrespectful or having an attitude.

We treat each other with respect, courtesy, and friendliness.

Be Flexible

Our virtual work environment offers a very flexible schedule.

We make our own hours and schedule.

We work across different time zones.

We use this flexibility to enjoy life while making sure our work gets done, and our tasks are complete.

Be Available

Due to our flexible work schedule and different time zones, we realize urgent items occasionally come up when we're not working.

We don't mind answering an urgent question outside of our working hours through chat, text messaging, or a phone call.

If we are taking time off, we communicate our time off ahead of time.

Our customers and team are generally available from Monday to Friday from 9 am to EST.

While we don't have to be working during these hours, we are available.

Communicate

We reach out to each other for help, fellowship, and encouragement.

If we need an answer, we reach out and ask.

If we get stuck or made a mistake, we communicate immediately and reach out for help.

If something is confusing, we reach out and clarify the task.

If we cannot meet a deadline, we communicate before the deadline has arrived so others can prepare.

Take Initiative

You push stuff “upstream” instead of waiting to get dinged or asked again from a manager or peer. You don’t wait to be told what to do. You require little to no guidance or oversight from management and peers. For example, you created a new system after noticing a flaw in operations or found an inventive way to save money for the company. You don’t wait to be told what to do.

Be Organized

We make the most out of the technology and tools we have so that we stay organized. Since most projects follow a similar path, it’s easy for us to organize the timeline and communication in a way that makes sense.

Document What You Do

We take the time to document our common tasks with a simple “How To” guides and checklists. Everything from making a website live to checking in on an advertising campaign is clearly documented.

Follow the Process

Each area of our work follows a specific series of steps from “Go Live” checklists to social media schedules; these systems help ensure our work is done right for every customer.

We follow the processes that are laid out in Basecamp.

Set and Meet Expectations

When we make commitments and set expectations, we keep those commitments and meet those expectations. Whether it’s a deliverable inside our team, a simple email follow up with a customer, or completing a larger project, we follow up. If things don’t go according to plan, we communicate this ahead of time, and we don’t wait until the last minute.

Take Ownership

We push things through to completion with a sense of excellence and attention to detail.

We put in our best effort, and we are proud of the finished project.

Our team members always know they can count on us to complete tasks that have been assigned to us on time.

Where applicable, we use “How To” guides and checklists to make sure the work is done to our standards.

Pay Attention to Details

The little details matter tremendously to us.

We make sure to thoroughly review our work before marking an item complete.

Even if it's a simple task, we always take an extra moment to double check our work.

Our team members can trust us that the details are taken care of when we say something is finished.

From large websites with many moving parts to digital marketing campaigns with every element carefully reviewed and fine-tuned, we make sure our work is done accurately with attention to detail.

Create Inspiring Designs

We are the team who takes design, online marketing, and digital strategy to the next level for our customers.

Customers come to us for high-end website work, for well thought-out online strategies, and well-implemented campaigns.

Many people can easily put together a website or put up a blog post with an image; few people can make a website or a blog post look like a work of art and creative expression.

We are the team who delivers this excellent work.

Produce Measurable Results

Our customers come to us for beautiful designs and measurable results. We quantify the value of what we do and put it in understandable terms for our customers: website traffic is up 42%, 32 number of phone and form leads came in from organic and paid search, the website redesign improved the bounce rate by 34%.

Continuously Make Things Better

Doing things better keeps us engaged and satisfied with our work.

We work continuously to improve our products and processes to make them better.

These improvements, sometimes small and sometimes large, help us stay relevant in the industry and make our jobs and lives better.

