

### **What is the Sales Associate Program?**

The Sales Associate program is an initiative that introduces individuals with strong sales drive to our sales force. They are paired with a trainer to observe and participate in developing new accounts, inspecting rooftops and maintaining current customers. After graduating the Sales Associate program, the individual joins our force as a Sales Representative with the tools necessary to help build their own business.

### **How long does it take to graduate from the program?**

Depending on when the Associate is hired and the performance of the associate post-Phase D, it may vary. We aim to have them building their business within 12-16 months.

### **What does the program entail?**

The Sales Associate program has four primary Phases:

**Phase A** – From the time the Sales Associate is hired, they begin online training as well as in-field training with their trainer. The online training covers safety as well as the basic of a roofing system. Working with their trainer day-to-day gives them real world experience that pairs with our online modules.

**Phase B** – A two-week period in which all the Sales Associates are brought in to Cleveland for an intense hands on training as well as an in depth look at all roofing options, problem identification and fluid applied products. This will prepare the Associate to become more actively involved in the projects they are working on with their trainer.

**Phase C** – After the Associate returns from class, they will typically spend 3-4 more months in the field with their trainer. Online trainings and testing will accompany the Associates' field work.

**Phase D** – A one week period in which all the Sales are brought back to Cleveland to learn how to develop long term plans for new accounts. The Associate will also learn the ins-and-outs of the tools that will help them develop their business and manage their assets.

**Post-Phase D** – The Associate will be measured during this time to determine if they are prepared to become a Sales Rep in Training (SRT). After becoming a SRT, they are given a territory number and no longer report to their trainer. This is the "trial period" before graduating to a Sales Representative.

### **Do I need to have prior experience in sales or construction to get involved?**

While it is preferred that the applicant has some prior involvement in construction or sales, it is not the sole determination of success as a Sales Associate. We are looking for driven individuals who have a passion for pleasing their customers and making a sale.

### **How do I become a Sales Associate?**

Positions are often available throughout the year. If you believe you are the right candidate for the position, please contact or apply directly to the position through our Recruiting Department.

**How do I become a Trainer?**

**As a Sales Representative, you may have the opportunity to become a Trainer. We are looking for Sales Reps who have willingness, patience and passion to work with new people who may or may not have experience in construction or sales. This requires daily ride alongs as well as regular follow ups on the activity of their Associate. If you believe you are the right candidate to become a Trainer, please contact the Training Department.**