**Customer Service / Sales Manager Job Description:**

Components: I see my job description as made up of 3 components.

As customer Service Manager my job description would defined as follows: To build upon an existing client base by bringing new dentists into the fold at Robertson Dental Lab. This would include developing customer service strategies that will enhance the customer experience at RDL and to want to work with our lab again. This includes enhancing the RDL experienced through a record of accomplishment in service, consistency, trust, quality, speed, timeliness, and knowledge. It also will be achieved by introducing our clients to our expertise in digital technologies, Removable, implant, all-on-4 and crown and bridge. Our theme of “ultimate customer experience” must permeate all we do in the lab. Internally, we achieved these goals by implementing work flows to ensure our customer’s desires are met in the final product. Through training, we develop a team who will understand and execute this customer service strategy as part of their daily work activities.

As Sales Manager my job description would be defined as follows: To develop sales strategies with the executive management team to drive new customers to RDL. In market sales activity remains a main component to growing sales and increasing our customer count and revenues. Identify volume opportunities with multiple office dynamic and DSO’s and present RDL lab benefits to them. Track and monitor sales activity, client ranking, areas of opportunity. Manage & directing Joann (others) in specific market work and sales efforts. Direct market work with first hand appearances in offices to introduce lab to new clients. Participation in study clubs & seminars to meet and develop relationships with dentists and staff.

As Marketing Manager my job description would be defined as follows: Develop marketing strategies with direction from executive management team to grow customer base and enhance sales. Developing focus areas of product promotion (& achieving sales goals) and building marketing plans (to meet sales goals) with executive management teams. Developing marketing strategies that utilize print, mailing, events, ownership speaking engagements, website add-ons, social media platforms, and sales materials for POS. Coordinating an RDL message that is presented with continuity and purpose through all aspect of our marketing messaging. Coordinating these efforts through our printers, event coordination and effective presentation pieces for maximum impact.