



297 Nelson Street W  
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Phone: 1-866-887-3669  
Email: careers@rfnow.com

## Direct Sales Specialist

RFNOW Inc. is a leading Internet Telecommunications Service Provider committed to delivering high-speed, reliable internet connectivity to homes and businesses. With a focus on customer satisfaction and innovation, we strive to provide seamless online experiences and empower our customers to stay connected in today's digital world.

As the Direct Sales Specialist for our Door to Door (D2D) channels, you will play a pivotal role in driving the company's growth and enhancing its brand visibility. You will collaborate closely with and support our direct selling vendors, and work with the sales and marketing team to increase our sales through this channel.

**Reports To:** Director, Sales & Marketing

### General Responsibilities:

- Manage RFNOW's door to door, direct selling vendors.
- Develop the community schedule for the door-to-door teams and work with vendor to plan deployment dates, and adjust schedule based on changes.
- Provide training materials and help onboard new reps.
- Support D2D vendors with processes and materials they require to sell our internet services: service agreements, pricing sheets, marketing materials.
- Work closely with Marketing team to ensure accuracy of sales agreements and pricing strategies within each community.
- Align on go to market activities with Marketing team for each community and support content creation.
- Provide support for market launch activities, including but not limited creating pre-sale flyers or mailers, securing printing and distribution of materials, etc.
- Obtain daily reporting and customer insight to assess performance of door-to-door sales efforts and performance within each community.
- Propose actions and strategies to improve D2D sales performance and overall market penetration results.
- Provide regular Executive reporting on D2D sales results.
- Reconcile sales volumes with vendors to ensure timely and accurate commission payments.
- Stay informed about industry developments, competitor activities, and emerging trends to maintain a competitive edge.
- The key accountabilities for this role include the achievement of targets for:
  - Monthly sales sign-ups
  - Marketing penetration
  - Total revenue and net new monthly revenue

### Qualifications & Experience:

- Bachelor's or College degree in marketing Communications, Business Administration, or related field
- 2 to 3 years of experience in sales role

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- Telecom industry experience would be preferred.
- Experience in field sales or managing direct sales rep an asset.
- Excellent written and oral communication skills, ability to work cross-functionally, strong organization, project management skills, and creativity are essential.
- Critical thinking and analytical skills
- Ability to think strategically while also contributing to and delivering results.
- Manage competing priorities and deadlines, work independently and in a team setting, set and achieve goals, and effectively communicate complex ideas.
- Grit, determination, and resilience ... prepared to travel the “100 miles of hard road” in building a new, early-stage business.
- Confidence in presenting his/her ideas and perspectives.
- He/she must be “self-propelled” in terms of developing set of tactical imperatives and taking charge to drive those priorities. Experience working with private equity would be a plus.
- Growth mindset and working in environments of change (and leading this)

**Requirements:**

- Walking, Bending & Lifting abilities
- This is a hybrid / remote position where employees will require space and technology to support the role.
- Valid Driver’s License and Access to reliable vehicle for work related purposes.

**Job Details:**

- Full time, Monday to Friday
- 80 hours per pay period
- \$60K - \$70K per annum depending on experience.
- Group Benefits package after 3 months of employment.

If interested, please forward your resume and cover letter detailing your interest and qualifications to [careers@rfnow.com](mailto:careers@rfnow.com) .

RFNOW Inc. is an equal opportunity employer. We welcome applications from people from all backgrounds and capabilities. Applicants are welcome request necessary accommodations throughout our employment process.

**About RFNOW Inc.**

*RFNOW Inc. is a successful, dynamic organization with opportunities to grow and specialize in a number of areas within the field of technology and construction including broadband wireless communication, fibre optics, network architecture/maintenance, directional drilling, cable plowing, line locating, tower building, residential and commercial service connections, and heavy equipment operation and maintenance. Learn more at [www.rfnow.com](http://www.rfnow.com)*