



**Outside Sales Representative**  
Kelly Roach International

Kelly Roach International is seeking to add its next superstar to our rapidly growing team! This individual will work directly with the Sales and Marketing team to help guide and support outbound online activity focusing on lead generation.

This unique and dynamic position is a full-time role and is perfect for an individual who desires to work with a cutting edge company ahead of practical marketing standards. Candidates must be strong in time management, project management and sales skills to apply to both the online and offline space in order to increase awareness of key offers, drive nurture and engagement campaigns to warm audiences and facilitate the close during and outside of conversion events. This is not an entry level sales job, sales experience is a must.

**Responsibilities Include:**

- Funnel warm leads and generate new leads into all conversion events
- Funnel warm leads and generate new leads into Facebook community
- Support list-building objectives organically to meet monthly goals
- Nurture leads inside private Facebook group to keep engaged and participating
- Lead on social messaging prospects for high dollar packages
- Co-manage + organize all launches and other conversion events with team
- Building individual database of leads and executing on regular follow up and nurture, directing leads into conversion events, etc.
- Following set metrics-based tracking system for all sales and marketing activities and reporting/recapping progress to Marketing Manager daily

**Metrics/Success Measured By:**

- List-building and community building metrics met by week and by month
- Weekly social messaging + lead generation metrics met
- Consultations scheduled metrics met
- Sales dollars closed each week/during launches



Want to become the newest member of our *DreamTeam*? Submit your resume and a 5 minute entry video as well as a list of your sales successes to [karla@kellyroachcoaching.com](mailto:karla@kellyroachcoaching.com)

\*Please record and send us an Introductory VIDEO of yourself. Video files, YouTube links or Vimeo links will be accepted. The video should be brief/under five minutes and should include the following:

- (1) What interests you about the role and responsibilities.
- (2) Traits or skills do you have that are in accordance with the role.
- (3) Challenges you think may accompany the role.
- (4) Your personal objectives and how you will utilize this opportunity to achieve them.
- (5) Please share anything else you would like us to know about you.

### **About Kelly Roach International**

Kelly Roach is known as THE BUSINESS CATALYST, helping elite business owners become game changers in their field and achieve million dollar + breakthroughs in their business.

As a former Fortune 500 executive who built and led record-breaking teams in 17 locations around the US, Kelly's programs and consulting encompass billion dollar corporate strategies combined with the speed and agility of the most powerful online strategies of today.

Kelly is a featured expert on ABC, NBC, Good Day, the CW and in some of the world's leading publications such as Inc. and Forbes where she shares the principles of her best-selling books and top podcast, Unstoppable Success Radio.

Kelly is committed to ongoing philanthropic work to bring clean drinking water to those who do not have access and is the co-founder of Give Her Courage, a movement to instill courage and confidence in the girls of our future from the start.