

**Date:** November 12, 2018

**Title:** Director, POGO Customer and Sales Support

**Role:** Support POGO business development sales and customer/technical support

**Reports to:** Carmen Magro, VP Business Development

**Direct reports:** None upon initial hire

### **Position Purpose Statement/Objective**

The Director of POGO Customer and Sales Support contributes to the overall success of Stevens by assisting in sales support and business development efforts, directing customer and reseller support initiatives, and assisting in technical and development support. This employee maximizes returns to the company by increasing growth success through customer and product support efforts insuring a strong foundation is in place for increasing our customer base worldwide for all POGO opportunities. Customer will become familiar with and support the local Pacific Northwest US territory of golf courses and sports turf facilities while seeking opportunities for sales growth throughout the region.

### **Strategic**

#### **Management/Leadership**

- At all times adheres to, promotes, and affirms the company culture, vision, mission, and core values
- Focuses on improving the success of POGO users in getting the most out of the POGO system to lead to further sales growth with current and potential customers by limiting failures and preventing problems
- Role leads to cohesion between technical development, product implementation throughout the industry, and customer feedback and satisfaction of users worldwide
- Role will monitor the POGO system to offset any backward steps due to product failure, dissatisfied customers and lack of follow up on business development efforts
- Bring unity amongst the reseller network and communicate distribution support and growth opportunity efforts
- Working closely with users of the POGO system in the Pacific Northwest by monitoring and analyzing their data, calling superintendents with insight and recommendations, visiting course, and helping them optimize use of the POGO system
- Role will include being “the eyes in the sky” to help the superintendents and club managers be most efficient and effective at their job in using the POGO system
- Visit golf courses currently using the POGO system and course not using the POGO system to expand the knowledge and use of POGO

## **Operational Reporting**

- Maintain Goldmine and Quotewerks operations through direction of VP, Business Development
- Will communicate daily with VP, Business Development on POGO customer and technical issues brought to light and will report these efforts and VP messaging to the team during daily staff briefing
- Will report weekly to VP, Business Development on priority efforts with key goals and timelines
- Review technical support inquiries on a daily basis and respond directly and employ key personnel when necessary so that problems are resolved without delay. Responses will include phone, web conference and email as needed
- Review sales quotes and order follow ups on a daily basis, provided by VP, Business Development and from direct opportunities, and enter orders as directed
- Provide monthly summary of sales to include all POGO Products and services (POGO Pro and Pro+, POGO mini, POGO Turf Pro cloud, POGO Weather, POGO Lab Analytics, POGO Consulting)
- Assist with technical testing in POGO development efforts (App development, beta testing, hardware testing) under direction of VP, Business Development
- Cooperate in developing training modules and plans for best efforts to help customer base understand all aspects of the POGO system and how to use it to get the most out of our products and services

## **Transactional**

- Process orders and customer follow on a daily basis as directed by VP, Business Development and from direct inquiries/opportunities
- Process technical support inquiries and responses, and document through Zendesk support system and through any further support systems the company develops
- Record bug notifications and issues identified internally or through customer communication. Utilize our Zendesk support system and Slack communication to ensure technical team is made aware of the issue. Report timeline on resolution or suggestions for additional needs and improvements
- Maintain FAQ database, logging question and answer correspondence
- Maintain CRM system with updated sales order dates, lost sales, closed sales and successful orders
- Assist with out of office operations for conferences or customer support efforts as directed by the VP, Business Development. Some travel required (throughout the year outside of local region including the national Golf Industry Show (GIS), and local Pacific Northwest US region)

## **Qualifications**

### **Education**

- Bachelor's degree in Turfgrass Science, Agronomy, or related field
- A 4- or 2-year degree or certificate in Turfgrass Management is a plus
- Business management training / education a plus

### **Skills**

- Fundamental use of MS Excel, MS Word, Outlook 365
- Understanding of and experience with CRM such as Goldmine/Quotewerks or related systems as well as Zendesk or related support system processes
- Punctual, committed and dedicated to accepting tasks and meeting deadlines while remaining proactive in offering initiatives to improve all aspects of our POGO sales and support operations
- Ability to solve problems proactively and taking leadership in doing so
- Self-motivated and strong work ethic
- Ability to communicate exceptionally well and handle good and bad messaging while offering a calculated professional response at all times

### **Traits**

- Possess a professional and amicable personality that remains level-headed at all times while understanding how to relay a personal or customer issue even when uncomfortable
- Take leadership in the opportunity to speak with customers, resellers and internal team members to meet goals, suggest improvements or follow up on needs designed to improving the overall POGO business
- Needs to be comfortable and confident to arrange meetings, communicate with strangers, training others, and traveling alone
- A strong listener with ability to offer a professional response at all times
- One who takes pride in being on time and completing tasks successfully in the best interest of business development, customer and technical support

### **Experience**

- Three years or more experience working on a golf course maintenance staff
- Supervisory role managing a golf course maintenance staff or customer/sales support role with a manufacturing company supplying products to the golf course and sports turf industries a plus
- Experience working on sports turf facilities for precision turf management is a plus