

**CITIZENS NATIONAL BANK  
JOB DESCRIPTION**

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**JOB TITLE:** Sales Specialist

**DEPARTMENT:** Business Banking

**INCUMBENT:**

**SUPERVISOR:** Business Banking Supervisor

**FLSA STATUS:** Exempt

**DATE:** July 1, 2013

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**JOB PURPOSE**

Responsible for the development of new business and expansion of existing business through commercial and consumer deposit growth and community leadership. Responsible for developing, supporting and communicating the bank's corporate culture, goals and objectives. Impacts the growth of a designated branch market area. Responsible for providing professional sales and customer service support for Business Banking products and services. Assists new and potential customers with inquiries, researches and resolves problems, and provides support to the department and its members in performing other duties and functions.

**DUTIES AND RESPONSIBILITIES**

1. Plans and implements sales and service strategies, particularly as it relates to business banking products and services. Converts strategies into tactical actions, particularly within the assigned market area.
2. Facilitates business banking training for branch employees.
3. Provides consultative counseling to the branch network in an effort to achieve goals.
4. Coordinates and schedules presentations and demonstrations to existing and new customer contacts for Business Banking products and services.
5. Builds and maintains positive working relationships with other members of Business Banking department. Provides clerical and administrative support in achieving department goals.
6. Develops and maintains ongoing communication with existing customers to advise on policy and procedures and responds to customer inquiries.
7. Assists Business Banking customers by researching and resolving problems and by facilitating department communications with customers.
8. Maintains a thorough knowledge of Business Banking policies, procedures, and services.

9. Other duties as assigned.

## **CONTACTS**

Daily contact with existing and potential bank customers. Frequent contact with Business Banking department members, supervisor, branch managers and other bank employees. Frequent contact with program vendors and service providers. Occasional contact with regulators and auditors.

## **SPECIFIC REQUIREMENTS**

1. Bachelor's degree or equivalent experience.
2. One to three years Business Banking or equivalent customer service or sales experience.
3. Three years experience in a financial institution in an administrative support role or equivalent experience.
4. Proven sales skills.
5. Comprehensive knowledge of banking rules and regulations.
6. Excellent oral and written communication skills.
7. Excellent customer service skills.
8. Ability to handle multiple tasks.

## **PREFERRED REQUIREMENTS**

1. Familiar with the bank's core accounting system.
2. Ability to work independently and as a team with excellent time management skills.
3. Knowledge of personal computer and related word processing and spreadsheet software.
4. Knowledge of various banking departments.
5. Leadership and coaching skills.
6. Management skills including organizing, planning, delegating and interpersonal skills.

## **PHYSICAL REQUIREMENTS**

Office setting with moderately varied desk-oriented activity, with fatigue being relieved by opportunities to stand and move around in a comfortable environment. Frequent motor vehicle travel required. Occasional lifting and carrying of equipment and materials weighing up to 25 pounds.

## **NOTICE**

1. This job description in no way states or implies that these are the only tasks to be performed by the incumbent occupying this position. The incumbent will be required to follow any other instructions and to perform any other job-related duties.
2. Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform in this position successfully, the incumbent will possess the abilities and aptitudes to perform each task proficiently.

3. Ability means to possess and apply both knowledge and skill.
4. This position description has excluded the marginal or peripheral functions that are incidental to the performance of primary functions. All requirements are essential to the function of the position.
5. This job description describes the minimum selection requirements to qualify for the position. However, promotion and other employment decisions are also based on Bank needs, being in good standing, fully competent performance, and other non-discriminatory issues.
6. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
7. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.
8. This position description does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

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Employee

Department/Division Manager

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Date

Date