



Better Business Bureau of Western Pennsylvania

Job Title: Business Relations Representative
(Inside Sales)

Department: Revenue Operations

Reports To: Director of Revenue Operations & CEO

Base salary + volume-scaling
commission structure

FLSA Status: Full-time, non-exempt position

Compensation:

Business Relations Representative, an early to mid-level sales professional, for the Better Business Bureau of Western Pennsylvania works to recruit and sell BBB Accreditation to those companies who meet the Bureau's standards for acceptance.

The BBB of Western Pennsylvania is seeking a driven, high-energy Inside Sales / Business Relations Representative to manage and expand an established 28-county territory. This role is responsible for driving membership growth through a high volume of outbound outreach. Working within a collaborative environment, the ideal candidate possesses the grit to handle high-volume calling, the professional communication skills to navigate a diverse marketplace, and a strong desire to maximize earnings through a lucrative, tiered commission structure. This is a hybrid position offering comprehensive 30-60-90 day training, stable benefits, and a clear trajectory toward future success.

Essential Duties and Responsibilities

The core duties of this role include, but are not limited to, the following:

Inside Sales & Outbound Outreach

- High-Volume Execution: Maintain consistent outbound call volumes, logging a minimum of 8-hours of phone time within a 37.50-hour workweek.
- Sales Pipeline Management: Master the "one-call close" and execute structured follow-up processes via the sales dashboard. Ensure your active queue never exceeds 250 assigned leads by week's end.
- Compliance & Compliance Checking: Strictly cross-reference all leads against the "Do Not Call List" prior to contact.
- Database Accuracy: Gather accurate business profile intelligence, utilizing database tools to update Business IDs (BID) in the master BBB database.
- Growth Contribution: Support overarching internal lead generation by sourcing and adding 75 new potential business leads via the *Register a Business* program per quarter.

Ethical Selling & Financial Data Integrity

- Financial Data Security: Handle all sensitive business banking, routing, and credit card information with the utmost care, confidentiality, and strict adherence to PCI-compliance standards during payment processing.
- Ethical Standards: Fully execute the accreditation application through the BBB database while demonstrating absolute honesty and integrity.
- Code of Conduct: Sign, uphold, and strictly abide by the formal *BBB Code of Ethical Selling*.
- Information Dissemination: Clearly articulate BBB accreditation benefits, answer business concerns transparently, and advise companies of their application status or failure to meet Bureau guidelines.

Schedule, Engagement & Hybrid Expectations

- Punctuality & Hours: Adhere strictly to the required calling schedule of 8am to 4pm (within overall office operating hours of 7:30 AM to 6:00 PM).
- Hybrid Cadence: Work in-office on the two designated days per week (Mondays and Wednesdays).

- Performance Reward: Earn remote flexibility for Mondays by consistently meeting or exceeding target sales goals, revenue quotas, and phone metrics the week prior (applicable post-training upon approval from the Manager & CEO).
- Team Alignment: Attend all required department meetings, general staff assemblies, and participate in community-facing BBB events (e.g., *Secure Your ID Day*).

Competencies

Successful performance in this role requires demonstrated proficiency in the following areas:

| Competency | Description |
|---|--|
| Customer Service; Persuasion Selling | Delivers professional, polished, and articulate verbal and written communication. Actively listens to business owners to align their needs with BBB value-adds. |
| Communication (Oral & Written) | Demonstrate active listening and seeks clarification to ensure full alignment for business accreditation. Delivers clear, concise, and professional verbal and written responses, ensuring all documentation is accurate, informative, and polished. |
| Motivation & Coachability | Driven to exceed performance benchmarks defined by leadership. Resilient in the face of rejection and highly collaborative in integrating coaching and script feedback. |
| Planning and Organization | Prioritizes work activities to maximize daily output. Demonstrates strong organizational discipline and a focus on follow-through, adeptly assessing call log requirements to drive all functions with effective and efficient processes. |
| Quality and Productivity | Manages time effectively to meet selling expectations. Engages in personal and team-wide efforts to uphold high standards, complete work, and continuously working to uphold efficiency in sales process. |
| Dependability | Maintains unwavering professional accountability and productivity standard while working independently in a hybrid work environment. Understand that the requirement is at least 2-days in office (Mondays & Wednesdays), unless a Monday incentive is earned. |

Job Progression & Benchmarking

The first three months are structured to guarantee development and track performance.

| Days | Key Elements | Sales Target |
|---------|---|--------------------|
| 1 – 30 | <ul style="list-style-type: none"> • Attendance, no unexcused absences. Adherence to the 8a – 4p schedule. • Gain BBB knowledge • Prove computer skills with learning the database, Blue • Demonstrate functional use of Google workspace products • Generate consistent call volume • Recordings of voicemails and presentations; volume defined by the Manager • Learn objections and rebuttals + BBB Accreditation benefits • Register a Business activity | 10 New Sales |
| 31 - 60 | <ul style="list-style-type: none"> • Attendance, no unexcused absences. Adherence to the 8a – 4p schedule. • Gain BBB knowledge • Execute fluidly within the database, Blue • Demonstrate consistent knowhow and use of Google workspace products • Uphold consistent call volume • Recordings of voicemails and presentations; volume defined by the Manager • Learn objections and rebuttals + BBB Accreditation benefits • Register a Business activity | 14 New Sales |
| 61 – 90 | <ul style="list-style-type: none"> • Attendance, no unexcused absences. Adherence to the 8a – 4p schedule. • Gain BBB Knowledge • Execute fluidly within the database, Blue • Demonstrate consistent knowhow and use of Google workspace products • Uphold consistent call volume • Recordings of voicemails and presentations to satisfaction of Manager; number of recordings to be defined based on sales volume and job performance • Register a Business activity • Shift focus toward metrics tracking, advanced rebuttal mastery, and standalone call/presentation activity. <p>PERFORMANCE NOTE: Failure to achieve 16 new approved accreditation applications in the third month may result in placement on a continued formal Training and Personal Development Plan, with option for termination pending Management’s review of overall performance.</p> | 16 New Sales |

90-Days and Beyond

Following the 90-day job entry and training period, delivering an average of fewer than 16 applications per month for two consecutive months may result in termination.

Formal training and a Personal Development Plan are at the discretion of Management and their assessment of overall performance.

Qualifications

To perform this job successfully, an individual must be able to execute each essential duty satisfactorily. The requirements outlined below represent the necessary knowledge, skill, and abilities.

Education and/or Experience

- One year certificate from a college or technical school; *or* two years of related experience and/or training; *or* an equivalent combination of education and experience.

Communication Skills

- Ability to read, comprehend, and write professional correspondence. Strong presentation skills for phone sales, one-on-one virtual, and in-person meetings.

Mathematical Skills

- Ability to perform basic addition, subtraction, multiplication, percentages.

Tech Literacy & Computer Skills

- Competency in general computer navigation, internet proficiency, database usage, and Google Workspace (Docs, Sheets, Drive).

Work Environment & Conditions

Work Environment

Hybrid work environment; whether in office or at home, individuals must be able to effectively work and seamlessly maintain attention to all daily job duties/responsibilities. The typical in-office work environment has a moderate noise level. Required to be in-office 2 days per week, Mondays (unless an incentive is met) and Wednesdays.

Physical Demands

Oral and written communication capabilities are required. Must be able to remain in a stationary position 50% of the time, typically at a desk or computer terminal. Occasionally moves objects—such as files, boxes of paper, or office equipment—weighing up to 20 pounds. Reasonable accommodations are available to enable individuals with disabilities to perform the essential functions.

Supervisory Responsibilities

This position does not have any supervisory responsibilities.

Employment Benefits

- Laptop computer & necessary tech provided
- Hybrid work schedule; in-office & work from home
- Parking
- Comprehensive Health Insurance Benefits; medical, dental, vision
- 401k
- Paid Time Off

The Better Business Bureau is an **Equal Opportunity Employer**. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.

Employee Signature

Manager Signature

CEO Signature

Date:

Date:

Date: