

Outside Sales Representative

Department: Sales & Marketing

Reports to: Senior Manager, Sales

Location: El Dorado, Arkansas

FLSA Status: Exempt, 40-hours a week

About TCW Fiber

TCW is a rapidly growing fiber internet provider delivering world-class service to towns and rural communities across Arkansas. By hiring local, keeping customer support, operations, and sales in-house, and building our own fiber network, we deliver an unmatched level of reliability, quality, and care to our customers and communities.

Our employees take pride in serving their community, work well as part of a team, and carry themselves with professionalism and integrity. They own their work, communicate openly, and are committed to continuous improvement.

In return, we provide clear expectations, consistent support, and the opportunity to grow. When our people succeed, the communities we serve succeed with them.

What This Role Does

Our Residential Account Managers are responsible for driving revenue by selling residential internet and related products. Selling channels include door to door sales, events, outbound calls, and other methods assigned. This position will maintain and grow customer and community relationships within assigned territories.

What This Role Owns

- **Outside Residential Sales** – Conducting door to door visits, outbound calls, and representation in events to maximize residential fiber sales.
- **New Connection Representation** – Coordinate and schedule installations, ensure correct customer information is captured, then manage the new customer journey to a successful installation of their residential fiber internet.
- **Customer Relationship Management** – work within a designated territory to ensure residential internet needs are met.

- **Community Relationship Management** – Responsible for executing long term community relationship strategies within an assigned territory.

What Success in This Role Looks Like

- **Data-Driven Execution** – Uses sales activity, pipeline, and territory performance data to identify opportunities, prioritize work, and consistently achieve sales goals.
- **Goal Orientation** – Demonstrates the ability to work backward from weekly, monthly, and quarterly sales targets, creating disciplined activity plans that drive consistent results.
- **Attention to Detail** – It is important to get accurate details from prospects to ensure a successful signup.
- **Time Management** – Much of the role is spent in the field. Utilizing time effectively is important to maximize selling opportunities.
- **Organization** – Accurate record keeping, note taking, and utilizing selling tools is important to create a structured follow-up process
- **Team Mentality** – While each Account Manager works in their own independent territory, assisting other members of the team along with other teams in the organization is important to overall company success.
- **Clear Communications** – Communicating in a clear and effective manner is important not only to set customer expectations, but to identify needs and concerns within the company.

What We're Looking For

- Outgoing, forward-thinking personality
- Community and customer-oriented mindset
- Data-driven and goal-oriented mindset with the ability to translate sales targets into daily and weekly activity plans
- Ability to analyze performance data, identify trends, and adjust priorities to achieve short- and long-term objectives
- Strong organizational skills and disciplined follow-through in managing leads, territory activity, and customer relationships
- Understanding of current and emerging technologies within the broadband industry
- Previous consumer sales experience is a plus
- Clean driving record (a company vehicle will be provided) and ability to pass a background check
- Spanish speakers are strongly encouraged to apply

Expectations for TCW Fiber Employees

- **Own your work:** Take responsibility for the work you own from start to finish. Deliver quality work, follow through on commitments, and raise concerns early when something is at risk.
- **Communicate clearly and early:** Share relevant information, risks, and changes as soon as they are known, so issues can be addressed while they are still small.
- **Protect the customer experience:** Make decisions that support a smooth, reliable experience for customers. Speak up when systems or processes create friction or risk passing problems on to customers.
- **Use good judgment:** Make thoughtful, reasonable decisions using the information available. Ask for guidance when something goes beyond your role, authority, or experience.
- **Be a pro:** Show up prepared, communicate respectfully, and handle issues calmly and directly. Act in a way that builds trust and supports the teams who rely on your work downstream