

JOB DESCRIPTION

TITLE: INSIDE SALES SPECIALIST

REPORTS TO: Director of Sales & Marketing & Product Management

PRIMARY FUNCTION:

Grow company sales with customers and with Distributors via phone contact and email to achieve sales goals and objectives. Project a professional company image at all times. Operate as a key point-of-contact within the existing market. Focus on addressing customer needs/questions, solving customer problems, communicating why we stand above the competition by educating customers on our features and benefits and following up on sales leads.

80% of time

- Develop a strong pipeline of new projects, grow sales, and meet sales goals:
 - Provide excellent support to current Distributors via sales calls and product training. Identify and follow up on sales leads provided to distributors. Assure distributors are promoting PDi products and are equipped to handle objections from end users.
 - Answer incoming calls from prospective customers and ask pertinent questions to understand the customer's requirements.
 - Follow up on new inbound leads provided by marketing.
 - Schedule customers, Distributors, and influencers to attend online webinars and sales presentations.
 - Identify and help develop strategic relationships with partners or potential customers.
- Work with Customer Service representatives to keep records of calls and emails in CRM system. Ensure customer records are up to date.
- Provide customers with marketing and sales materials and information.

20% of time

- Follow-up on customer inquiries not immediately resolved.
- Develop and maintain current product knowledge.
- Prepare a variety of reports, including sales activity, follow-up and adherence to objectives.
- Participate in marketing events such as trade shows, seminars, webinars, and events.
- Recommend process improvements and participate in team huddles.
- Work with marketing, sales and product development teams to implement business development initiatives.
- Other duties as assigned/required.

KNOWLEDGE AND EXPERIENCE

- College Degree
- 3 - 4 years' sales experience required (medical or technical products preferred)
- Proven track record of successfully meeting sales quotas, preferably with sales experience over the phone
- Working knowledge of relevant computer programs (e.g. CRM software) and telephone systems as well as strong skills in Microsoft Office and internet research
- Excellent and effective oral and written communication skills. Experience with group and sales presentations
- Able to meet deadlines
- Able to withstand moderate amounts of stress
- Persistent and results-oriented
- Patient and able to handle customer rejection
- Energetic, professional, and friendly demeanor