



Inside Sales – Direct Outbound

The Inside Sales representative will work cooperatively with outside sales and other members of the distribution team to grow existing customers, to create new customers and meet or exceed monthly sales quotas at the appropriate gross margin while increasing customer satisfaction.

Job Duties:

Sales Ability/Persuasiveness

- Exudes confidence and passion for selling.
- Strengthens knowledge of marketplace and market participants.
- Commits to tactical sales plan put forth by Sales Manager.
- Learns and demonstrates stages of selling process.
- Articulates the organization's value proposition within customer business situation.
- Sets clear goals and achieves them.
- Assists customers in programs and opportunities to grow their business.
- Prioritizes customers, product promotion, activity management, campaign deployment and training.
- Incorporates the selling process within proposal writing and pricing models to match company expectations.
- Educates customers on how to differentiate from competitors, and assists customers in increasing their selling skills.
- Builds relationships – Learns the value of relationships and views building relationships as a critical success tool.
- Demonstrates ability to integrate industry partners into sales opportunities.
- Actively participates in regional industry associations.
- Demonstrates effective Presentation Skills to successfully influence and communicate with various audience types and sizes.

Customer Focus

- Establishes “trusted advisor” status with customers.
- Understands the customer's business including metrics, definitions of success, hierarchy, decision-making, etc.
- Adds value to the customer's business.
- Learns and demonstrates competence with customer organization and stakeholder models.
- Uses company-provided systems for improved planning, history collection, and to adopt new behaviors.
- Plans for upcoming customer meetings with a defined time management process.



- Drives the account planning process to define and track progress toward revenue, mix, and profit objectives.
- Recognizes different customer types within the supply chain and adjusts approach with each for optimal results.
- Demonstrates active listening skills to add value to customer and internal interactions.

Contributing to Team Success

- Understands team goals.
- Accepts responsibility for team outcomes.
- Commits to assist team member in achieving team goals.
- Exhibits positive outlook, camaraderie, and passion for the job, business, customers, and team.
- Operates effectively within vertical and horizontal teams.
- Demonstrates effective delegation and limited-scope management of others on direct tasks.
- Leverages team interactions for improved individual effectiveness and actively participates in team activities to share best practices.
- Establishes S.M.A.R.T. goals in line with company goals and values. Implements action plans with timelines with deliverables and measure results.

Managing Work

- Demonstrates effective time management practices.
- Prioritizes workload effectively.
- Learns to implement new tools.
- Learns and demonstrates ability to organize electronic and paper-based information.
- Expands organizational skills to include additional leadership and business development commitments.

Navigating Within the Organization

- Leverages organizational resources for customer satisfaction.
- Builds team relationships for improved job effectiveness.
- Respects and appropriately uses the internal chain of command.
- Expands immediate problem-resolution network to include ancillary network contacts and uses internal resources (internet, industry marketing, customer service, supply chain, etc.) to get things done.
- Demonstrates comprehensive company product knowledge- and can articulate competitive advantage.
- Demonstrates comprehensive industry knowledge and can apply it to enhance decision-making effectiveness.



- Leverages a deep understanding of the company's internal processes to advise customers and develop a course of action to deliver mutually beneficial results.

Technical / Professional Knowledge & Skills

- Learns and demonstrates competence with all product lines.
- Adds value to customer by understanding competitor offerings.
- Conveys accurate messages, ideas, and decisions through clear verbal and written communication.
- Provides market specific product needs and price points.
- Demonstrates ability to listen to the customer.
- Expands product knowledge base in their primary sales industry and into other sales industries.
- Demonstrates appropriate application of all product offerings and solutions in customer environments.
- Understands the nuances of competitor product offerings as well as their target audience and strategies on how they reach that audience.
- Demonstrates proficiency with related computer systems and applications (e.g. Microsoft Outlook, Word, Excel, PowerPoint, email, etc.).
- Understands own organization's profit model and makes sound decisions and recommendations to maximize.

Leading through Vision & Values

- Participates in team and company initiatives and activities.
- Balances individual and company needs.
- **Mentors junior staff members.**

Quality Orientation

- Follows procedures - Accurately and carefully follows established procedures for completing work tasks.
- Ensures high-quality output – Oversees personal and team job processes, tasks, and work products to ensure freedom from errors, omissions, or defects.
- Takes action - Initiates action to correct quality problems and notifies others of quality issues as appropriate.

Perform other duties as assigned. Adhere to the rules and regulations as set forth in the Employee Handbook.

Job Requirements:

- Education: High school diploma/GED required (Associate's degree preferred).





- Experience: Minimum 2 years in similar position preferred. Minimum 1 year in progressive position (2 years preferred). Product/applications experience required. Wholesale distribution experience preferred.