



## **POSITION PROFILE**

**POSITION: Inside Technical Sales Representative**

**INCUMBENT:**

**DIVISION: Multiple**

**REPORTS TO: Business Manager**

### **JOB DESCRIPTION**

The Inside Technical Sales Representative is responsible for increasing sales at current and prospective accounts, assigned by the Business Manager. The Representative will be responsible expanding and maintaining sales of our products through regular telephone and electronic contact. The Representative will also provide technical support and assistance concerning the use & application of our products to end users, customers, & distributors.

### **JOB RESPONSIBILITIES**

- Increase sales to existing & prospective target accounts to meet revenue & margin goals assigned by the Business Manager.
- Keep abreast of customer needs, price/volume information, competitive activities, and industry trends.
- Develop a working professional relationship with all relevant departments within an assigned account: including: purchasing, sales, and management
- Assure order placement and customer acknowledgments & follow up in accordance with company policies.
- Maintain accurate, up-to- date account records, notes, and sales call activity using CRM software.
- Provide a monthly report to the Business Manager including information on existing & target account status, sales volumes, scheduling, competitive activity, and key issues.
- Develop a comprehensive knowledge of all products including: features, benefits, applications, and competitive alternatives.
- Provide technical product resource to assist customers in product selection; provide technical service to customers & end users relating to the use, operation and maintenance of our adhesives and/or equipment.
- Assist in development of website & other electronic media to improve customer contact.
- Provide support to business unit trade shows as necessary.
- Promote, support and adhere to all safety and quality related policies and procedures.

### **JOB SKILLS AND COMPETENCIES REQUIRED**

- BS degree or equivalent, plus 1-3 years of industrial sales experience.
- Excellent telephone skills that portray professional presence and credibility.
- Strong interpersonal skills; excellent selling skills that include negotiation and ability to close business by telephone.
- Excellent verbal and written communication skills.
- Strong listening and analytical skills to interpret information and translate it into selling requirements.
- PC literate, skilled in word processing, spreadsheet, and contact management software.
- Some travel may be required.