



JOB DESCRIPTION

JobTitle: Outbound Sales Specialist
Department: Sales & Marketing
Reports to: VP of Sales & Marketing
FLSA Status: Exempt
Last Updated: 5/31/2022

JOB SUMMARY:

As an Outbound Sales Specialist, you will be a member of our team of highly-skilled sales professionals. You will be tasked with locating and verifying new sales opportunities through common lead generation tactics. You will make dozens of outreach calls per day to generate interest in, and drive sales of, our innovative and popular lines of LED safety light systems.

YOUR ESSENTIAL DUTIES AND RESPONSIBILITIES WILL BE:

- gaining full product knowledge and understanding of our brand and culture;
- calling potential customers using call lists provided to verify leads and set up product demos;
- scheduling appointments for live product demonstrations and webinars;
- following up on cold and warm leads and taking the customer through the sales cycle;
- setting and meeting sales goals and objectives as directed by leadership;
- improving sales skills to increase sales success rates;
- identifying and establishing contact with potential customers;
- developing and maintaining relationships with new and existing customers;
- attending industry trade shows to identify potential sales leads and make meaningful contact with existing customers
- following industry trends to identify new sales opportunities;
- generating and submitting sales reports to management;
- other duties may be assigned as needed.

QUALIFICATIONS & REQUIREMENTS:

This position requires 80% outbound calling and 20% emailing, quoting, meetings, reports, etc.

To perform this job successfully, you must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability needed to perform this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions of the job.

Education, Experience, Knowledge:

Associates Degree or equivalent

Minimum 3 years relationship-based sales experience

Familiarity with CRM

Required Skills:

- Ability to effectively market and present the product to customers
- Ability to meet sales objectives
- Ability to multi-task
- Strong interpersonal communication skills
- Effective critical thinking and problem-solving skills
- Excellent self-discipline and time-management skills to meet deadlines and hit quotas
- Ability to calculate percentages, sales prices, and discounts quickly and accurately.
- Familiarity with marketing strategies and consumer psychology
- Proficiency with CRM, email, word processing, spreadsheet, and presentation software
- Ability and willingness to travel for trade shows, demonstrations, and client meetings

Physical Requirements:

- You must be able to perform the following activities for 2/3 of the day or more:
 - Sitting/ Typing/ Calling
 - Looking at a computer screen
 - Talking or hearing phone calls

TRAVEL, WORK HOURS, SUPERVISION

- **Work Hours**
Monday-Friday 9:00-6:00
- **Supervision**
Reports to VP of Sales & Marketing
- **Travel Expectations**
Occasional travel for trade shows, less than 25% of time

COMPENSATION AND BENEFITS

- **Compensation**
Full time salary + bonus potential
Annual salary starting at \$45k
- **Benefits**
Medical/Dental/Vision/Life
Paid Holidays & PTO

My signature below constitutes my understanding of the requirements, essential functions, and duties of the position I am applying for.

Employee Signature

Date

HR Signature

Date