

POSITION: Inside Sales Specialist

LOCATION: Fort Myers, FL or Houghton, MI

CLASSIFICATION: Non-Exempt

REPORTS TO: Marketing Director

POSITION DESCRIPTION

The Inside Sales Specialist will support the sales team to help increase sales and identify new opportunities. This position will require a detail-oriented individual to enter sales and customer information, generate reports from the Customer Relationship Management (CRM) system and other data entry as necessary.

PRINCIPAL ACCOUNTABILITIES

- Develop sales opportunities by identifying potential customers, cold calling and building rapport
- Prioritize, adapt and perform daily follow up calls, texts and emails
- Lead generation including web, email, mail and construction project software
- Data entry in Customer Relationship Management (CRM) to include, but not limited to; incoming/outgoing calls, texts and emails; track/report leads passed to Territory Sales Manager/Dealer/Agent and lead referrals from other departments for weekly/monthly reporting
- Build and maintain strong relationships with customers and colleagues
- Answer inbound calls and respond to customer inquiries in a timely, professional manner
- Assist with various projects, including special projects that require focused attention
- Ability to work safely in an office and manufacturing environment

ATTRIBUTES

- Collaborates effectively with colleagues to achieve shared goals
- Ability to build positive relationships across teams
- Ability to manage time and responsibilities independently
- Ensure a positive customer experience through positive attitude and professional manner
- Maintain professional appearance and attitude at all times
- Strong verbal and written communication skills to effectively report and deal with people at different organizational levels both inside and outside of the organization

EDUCATION/EXPERIENCE

- High School diploma required; Bachelors Degree and/or equivalent experience preferred
- Construction industry experience preferred
- Proficient computer skills required including order entry, Microsoft Word, Excel and Power Point
- Experience working with GoldMine Customer Relationship Management (CRM) system and/or ZoomInfo Software or equivalent preferred
- Business to Business (B2B) Sales experience preferred

WORKING CONDITIONS

- Ability to spend most hours sitting, using a computer and reading
- Ability to work extended hours as business needs dictate
- Occasional travel required, including factory visits and trade shows



JOB DESCRIPTION ACKNOWLEDGEMENT: I have received, reviewed and discussed any questions I may have had about this job description prior to signing this form.

PRINTED NAME: _____

SIGNATURE: _____

DATE: _____