



Process Intelligence for Manufacturing.

discoverant®

Position:

Inside Sales Representative
Reports to: VP of Sales

Job Description:

The Inside Sales Representative will be responsible for achieving agreed upon success criteria including qualified lead conversions. This will be achieved primarily via telephone and email contact to identify and gain business from new prospects. The role will be responsible for inbound and outbound, "cold calling" in support of sales and marketing campaigns, and qualifying leads in the CRM database. This position reports to the vice president of sales.

Responsibilities:

- Segmenting leads / accounts using pre-defined rules and helping further characterize accounts for targeting. Qualifying leads from global marketing campaigns and maintaining updates in the CRM database.
- Establishing a direct relationship, primarily through telephone and email contact, with new prospects to determine their objectives, buying criteria and decision making processes for present and future business needs, as they relate to Aegis products and services.
- Maintaining outbound telephone call and email rates to assure contact with assigned prospects and acting as the main interface between the prospect and the organization until they are BANT qualifiable (they have a project Budget, the Authority to make purchase decision, a Need for our solution and a Timeline for project completion) and ready to be handed off to outside sales.
- Working with marketing to develop Lead Generation Campaigns within specified market segments.
- Playing an active role in closing business by working closely with outside sales team and managing a sales pipeline.
- Identifying and gaining new business through a sustained program of cold calling, mailing and following up referrals/leads and keeping abreast of competitor's sales strategies.
- Assisting with the preparation for product demonstrations (where applicable) and assist with RFPs and sales proposals when necessary.

Requirements:

Key Skills

- Telephone selling skills, including the ability to negotiate, persuade and influence.
- Ability to deal with prospects at all levels and translate individual needs into a complete map of a prospect's business needs.
- Detail oriented with proven follow-through and lead management capabilities.
- Work effectively with Sales and Marketing

Experience

1-2 years of work experience, preferably in technical software sales.



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Education

Bachelors Degree or equivalent in marketing or sales.