

Job Description – Inside Sales and Marketing Rep

Title

Inside Sales and Marketing Rep

Reports To

Khalil Williams – Operations Manager

Key Focus

Sales Support, RFP and RFQ Pricing Procurement, Marketing

Summary

Reporting to the Operations Manager, this role is responsible for following-up on direct and indirect sales opportunities via phone and email, providing support to Sales Representatives as well as various marketing support tasks. With a focus on lead generation, the ISR will manage preliminary lead qualification and early stage sales for the sales team. This position will act as support role by reviewing online and private tenders, securing project registrations and entering project pricing. The ISR will also maintain and extend the companies online social media presence.

Job Duties

Responsibilities as an Inside Sales and Marketing Rep will include and are not limited to the following:

Inside Sales

- Qualify and follow-up on direct sales leads and RFP/Q opportunities by phone and email
- Work with Sales Representatives on more comprehensive opportunities
- Answer and process inbound calls to the general Sales line and email
- Process and set follow-ups for incoming warm and cold leads
- Execute targeted campaigns to increase revenue and customer engagement
- Write a proposal for prospects, follow-up, and assist in closing the sale
- Monitor and analyze job opportunities through online tendering services like MERX
- Acquire equipment pricing from vendors and update pricing sheets (DATA Entry) for tender projects
- Register design/build projects with vendors for project pricing
- Follow-up with clients on a quarterly basis to discuss new sales opportunities and customer satisfaction
- Assist the sales department in managing clients account (ensure satisfaction, communication, upsell as applicable, etc.)
- Maintain an updated weekly correspondence of old inventory to the sales team
- Handle miscellaneous duties and responsibilities as defined by management

Online Marketing

- Analyze the company's website and marketing needs to devise a solution/strategy
- Develop the company's social media presence (twitter , Facebook, LinkedIn updates)
- Use online networking and search engine tools to help build targeted marketing lists

Position Requirements

- Must be able to communicate effectively and persuasively to a high volume of people throughout the workday
- Must be proficient at Microsoft Office 2007 or higher
- Minimum 3 years of prior sales experience
- Post-secondary diploma or degree in a relevant field
- Experience in the AV, Security or Computer field
- Must possess a high attention of detail and accuracy
- Strong interpersonal and organizational skills.