



## Inside Sales Rep

### Job Scope

An inside sales representative will be professional and efficient in handling incoming customer calls from your assigned customer base. Introduce new products to customers when appropriate. Follow up within 24 hours on quotations to write an order or receive feedback for future quotations. Interact with Outside Salesforce, the sales manager, and purchasing to exchange customer needs informationâ€™setup of new accounts. Attend appropriate continuing education courses in the industry as directed by the Branch Manager.

### Responsibilities

- Prospect and identify potential customers through various lead generation techniques, including cold calling, email campaigns, and online research.  
Conduct sales presentations and product demonstrations to potential customers, explaining product features, benefits, and pricing.  
Build and maintain strong customer relationships by providing excellent customer service and support throughout sales.  
Listen to customer requirements, understand their needs, and recommend suitable products or services to meet their expectations.  
Prepare and deliver sales proposals, quotes, and contracts to customers, ensuring accuracy and timely delivery.  
Negotiate pricing, terms, and contracts to close sales deals while maximizing profitability for the company.  
Collaborate with internal teams, such as marketing, product development, and customer support, to ensure customer satisfaction and resolve issues or concerns.  
Stay updated on industry trends, market conditions, and competitor activities to position products or services and identify new sales opportunities effectively.  
Maintain accurate records of sales activities, customer interactions, and sales pipeline using CRM (Customer Relationship Management) software.  
Meet or exceed assigned sales targets and objectives, contributing to the overall growth and success of the company.

### Requirements

- High School Diploma or General Education Degree  
One year of experience in a sales environment  
Desire to establish a sales career  
Have enthusiastic, outgoing, competitive, and self-motivated attributes  
Being articulate and professional over the phone

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



LIGHTING | ELECTRIC | SMART CONTROLS | TECHNOLOGY | SIGNS

Experience in lighting distribution or electrical system installations is a plus!

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