



Technical Sales Representative

FLSA: Exempt

Department: Sales and
Marketing

Revision _____
Date: 11/02/2015 _____

Reports To: Sales Manager _____

Job Summary:

The Technical Sales Representative provides technical and sales assistance to the SilcoTek customer base through phone and e-mail contact, customer visits, and tradeshows. This position also targets areas to expand SilcoTek sales and profit base on a business plan for an assigned area or market

Essential Duties:

1. Establish business relationships with customers within assigned markets and channel partners of SilcoTek products. Plan activities based on key customer geographic locations.
2. Generate and execute a business plan for the assigned territory, to include maintaining the customer base and managing mailing lists.
3. Contact and visit selected customers to demonstrate products, answer questions, troubleshoot issues, and grow SilcoTek sales in the assigned territory. Follow up with customers to evaluate demonstration solutions.
4. Identify new product opportunities and interface with prospective customers in conjunction with the Marketing and R&D teams.
5. Answer customer inquiries from technical service calls or customer service representatives.
6. Respond to requests for quotes, follows up on quotes, and initiates customer contact programs to develop customer relationships and secure orders.
7. Prospects for Gold for new potential customers via the web and initiates contact programs to sell to new customers.
8. Follow up Until Sold by initiating follow-up on open quotes, fulfilled coupon requests, evaluation and no charge orders, etc.
9. Assist in the development of marketing materials by providing input.
10. Provide support at trade shows and assist with trade show preparation. Prepare trade show data and follow up on customer leads.
11. Perform basic administrative duties to support sales including, quotes, evaluations, and no-charge samples. Set up new customer accounts.



Additional Responsibilities:

Perform other duties as assigned

Qualifications:

Education/Experience:

- Associate's or Bachelor's degree in science, business, marketing or a related field or equivalent work experience
- At least 3-4 years experience in a sales, marketing, or customer service field preferred but not necessary

Knowledge/Skills/Abilities:

- Competent computer skills, including e-mail, spreadsheets, word processing and database applications
- Ability to multitask effectively and efficiently in a fast paced environment
- Excellent written and oral communication skills
- Ability to work well with others in a team environment
- Exceptional organizational skills with attention to detail
- Ability to analyze and problem solve
- Ability to travel up to 12 weeks per year