

# CONFIDENTIAL

Job Description  
F-HR-005 rev A



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## Technical Sales Representative

FLSA: Exempt

Department: Sales and  
Marketing

Revision \_\_\_\_\_  
Date: 4/5/19 \_\_\_\_\_

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 tradeshow. 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. Generate growth and hit sales targets by successfully working with new and existing customers. Develop sales opportunities by building rapport, providing technical support, and explanations
2. Generate and execute a business plan for the assigned customer base.
3. Contact and visit customers on a regular basis to demonstrate products, answer questions, provide support, troubleshoot issues, and grow SilcoTek's sales.
4. Educating and training SilcoTek Representatives, OEM's, VAR's, technical support personnel and customers.
5. Work in conjunction with the Marketing and R&D teams to identify customer problems/needs.
6. Answer customer inquiries from technical service calls or emails
7. Respond to requests for quotes, follows up on quotes, and follow customer contact programs to develop customer relationships and secure orders.
8. Prospects for Gold for new potential customers via the web and initiates contact programs to sell to new customers.
9. Follow up Until Sold by initiating follow-up on open quotes, fulfilled coupon requests, evaluation and no charge orders, etc.
10. Represent SilcoTek at trade shows. Prepare for trade show and follow up on customer leads.
11. Perform basic administrative duties to support sales including, quotes, evaluations, and update CRM databases as required
12. Updates job knowledge by studying new product, and participating in furthering educational opportunities



**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