



## **Inside Sales**

### **JOB DESCRIPTION**

#### Position Description

**Title:** Inside Sales Representative

**Status:** Exempt

#### **Summary:**

The Leverwood Inside Sales Representative will play the lead role in developing Leverwood Knife Works (LKW) sales efforts. They will provide leadership and direction for all territories, focusing on the development of new customers and the growth of existing customers. They will work closely with headquarters, engineering, customer service, product development, and manufacturing to meet a wide range of customer needs including both off-the-shelf products and customized solutions. The primary purpose for this role is to be both the primary company representative and the voice of the customer to the organization. They will be responsible for fostering strategic relationships with potential customers and partners from prospect to final contract. This position will report to the VP of Sales for EDGE Industrial Technologies.

LKW is a subsidiary of EDGE Industrial Technologies, a global leader in industrial knives and punches.

#### **Responsibilities and Essential Functions:**

- Work closely with EDGE sales team to develop and implement strategic sales plans and forecasts to achieve inside sales objectives
- Proactively establish productive, professional relationships with customers and prospective customers engaged in the sales cycle for all Leverwood/Edge Industrial Technologies' products
- Act as the first level of problem resolution for customers to ensure that their needs are quickly met and resolved in a positive manner
- Coordinate the involvement of company personnel, including field sales, inside sales, engineering, customer service, product development, and manufacturing teams, to assist in the sales process and lead generation activities
- Research customer segments, current and past customer list, and strategies to increase ability to speak confidently with customers and potential customers
- Work with assigned sales team to provide customer purchasing patterns and insights that could lead to a deepening of the customer experience and relationship
- Proactively assess, clarify, and validate customer needs on an ongoing basis to improve customer experience
- Have a complete and comprehensive understanding of all company products and services available including the appropriate application of same to meet customer needs
- Take ownership of up-to-date CRM database with contacts including current and prospective customers
- Provide management with regular updates on all activities
- Perform other related duties as assigned
- Ensure that all the company safety policies are being followed
- Offer recommendations for enhanced safety measures to the SHE committee

**Requirements, Knowledge and Core Competencies:**

- Some college experience and/or 5 plus years inside sales experience in a related field preferred
- Minimum 5 plus years of sales experience in a business-to-business sales environment
- Sales experience with either technical products or consumable products
- Experience in food packaging & processing, plastics, converting and/or industrial consumables/spare parts industries preferred
- Highly motivated by inside sales and enjoy selling in an integrated outbound/inbound customer engagement model
- Solid customer service aptitude complemented with a strong business acumen
- Demonstrated business development and relationship management skills with ability to identify customer needs and effectively communicate to build trusted long-term relationships
- Ability to meet specific goals and plans to prioritize, organize, and accomplish required work
- Comfortable with high volume call-load including a willingness to cold call prospective customers
- Strong interpersonal, verbal, written, analytical, and persuasive skills and the ability to interact effectively with a wide range of customers via phone, email, and website inquiries
- Confidence in ability to open and close a sale quickly
- Ability to navigate at an advanced level in a Windows® environment including above average proficiency in Microsoft Windows, Outlook, Word, PowerPoint, and Excel. Experience with NetSuite is a plus
- Ability to understand and use CRM application to manage relationships and pipeline

**Working Environment:**

Typical office indoor/outdoor working environment necessary to perform all essential job functions with reasonable accommodations compliant with EEOC enforced ADA guidelines. This position is primarily indoors, consistent with a standard office position and has a noise level of mostly low to moderate. Position includes travel to local and out of state offices of the company and its customers or prospective customers as necessary to perform the essential functions of the position. Must be able to communicate clearly and relate well to others. Must be able to lift, up to 30 lbs., stand, sit, and walk for extended periods of time, bend, kneel, twist, and squat as needed to perform the essential functions of the position.

**Disclaimer:**

The preceding description is not designed to be a complete list of all duties and responsibilities required of the Inside Sales Representative and is subject to change at any time to reflect the needs of the company. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.