

PRECO Electronics

Inside Sales Representative

Boise, ID

PRECO Electronics, the worldwide leader in collision mitigation solutions for heavy-duty industries, is hiring a talented and competitive **Inside Sales Representative** to join our team. Reporting to the VP of Sales, this position will be responsible for helping to increase our revenue through lead follow-up, targeted outbound telephone and email communications, and cooperative teamwork with other sales, marketing and engineering personnel. This position plays a fundamental role in achieving customer acquisition and revenue growth objectives.

### **Responsibilities**

- Source and develop new sales opportunities through lead follow-up and targeted telephone and email communications
- Qualify potential customers by understanding their needs, rating their interests and determining purchasing potential and timing
- Research accounts, identify key players, and generate interest
- Consistently and clearly communicate Preco's value proposition
- Integrate with Marketing to effectuate plans and campaigns
- Assist in creation and presentation of quotations for opportunities
- Work with Sales, Marketing and channel partners to close orders
- Achieve individual sales goals
- Effectively hand-off accounts for longer-term management and development
- Follow up on customer satisfaction
- Provide feedback/input into the sales process, marketing opportunities, and product design and quality

### **Education and Skills Requirements**

- Demonstrated inside sales experience and success
- Strong telephone skills, including consistently executing a steady volume of outbound, cold calls
- Proficient writing skills, including attention to grammar and spelling
- Capable of understanding and communicating technical aspects of the products
- Robust interrogatory and listening skills
- Effective people and relationship management skills
- Self-motivated, responsible and highly energetic
- Exhibits a high degree of professionalism
- Capable of working in a tight team environment
- High integrity and a strong customer service mentality
- Proven reliability and expertise, along with business and interpersonal skills, are crucial for this position
- Some travel may be required
- Proficient with Microsoft Outlook, Word, Excel and Powerpoint

- Experience with SalesForce and an ERP environment a plus
- Minimum high school diploma or equivalent; college degree a plus

**Compensation**

Salary and bonus structure DOE