POSITION DESCRIPTION

Title: Sales Representative

Reports to Sales & Marketing Manager

This is a key administrative position with significant responsibility for developing sales campaigns; developing networks of customers; determining and assessing proper tradeshow focus and presence; educating other staff and coordinating their efforts regarding placement and promotion of existing and new products, working with all departments of Innocorp to assist in researching, identifying and advising the company about new product uses and new marketing areas.

The decisions made by this position have economic consequences with significant amounts spent based upon the Sales Representative's advice, with resulting significant profit or loss.

This is a salaried position. It does not qualify for overtime pay. It may qualify for bonus or incentive at the company's discretion. The Sales Representative will work sufficient time to accomplish the duties, often greater than 40 hours per week.

SKILLS AND ABILITIES

• In depth knowledge of company products, uses, customers and the market. Must understand customer needs and operations and customer service and user groups in order to best educate customers.
• High level of independent ability to seek out information and make decisions, without requiring close or frequent supervision or direction.
• Ability to assess how the market is changing and advise the company on staying ahead of the market.
• Ability to work with all company staff to educate and advise them as customer needs, new developments, new users for products and market changes.
• Ability to assess and implement sales strategy and make decisions on allocation of company resources and funds.
• Ability to plan and execute sales efforts and negotiate with vendors and suppliers to accomplish same.
• Accuracy and detail orientation to accomplish all of above areas.
• Ability to handle several significant projects simultaneously and meet deadlines.
• Effective oral and written communication.
• Technical skills to accomplish all areas of responsibility, including Peach Tree, ACT, GSA, Micro-Soft Word and Excel and vendor and shopper systems, and developing skills on new technology which modifies or replaces those listed.
• Ability to travel nationwide, including attendance at trade shows representing the company. This may involve setting up and transporting products and displays requiring ability to lift and carry up to 50 pounds.
• Bachelors Degree in Business Administration, Marketing or a related field and two years relevant work experience.

DUTIES

Sales and Customer Strategy and Relations
• Provides advice and direction to the company’s executives and has primary responsibility for the development of the company’s overall sales plan and efforts.
• Develop new sales campaigns and approaches and take primary responsibility for leading other relevant staff in implementing the plans.
• Arrange for production of sales materials and negotiate prices with vendors.
• Identify new sales areas, including new types of customers and methods for expanding business with existing customers.
• Develop new markets once identified. Promotional efforts and direct contact with customers.
• Seek information and learn the relevant technology, scope and technical language of new markets or new industries, then educate the company's sales staff, product staff and other professionals in those areas.
• Educate customers on new products, new uses, educate other company staff on how to do the same.
• Educate non-profit and government agency customers about the availability of grants which may enable them to expand their services and purchase additional company products.
• Administer customer accounts; negotiate product bundles, price quotes, negotiate service provision.
• Coordinates sales campaigns, makes assignments and monitors all other involved staff to assure they are doing their assignments to achieve end results.

Social Medial Campaigns
• Develop, maintain and refine the company's social media opportunities and effective presence in the sales plan.
• Identify and incorporate new trends, techniques and platforms that could benefit Innocorp's effort to build awareness about our products.
• Lead company in staying up to date on same, and guide other staff.
• Responsible for company Facebook and regular updates.
• Responsible for company's Linked-In page and assures meaningful posts and information.
• Responsible to identify at least two newsletter articles per month for posting on company Blog Post and/or featuring in email sales campaigns.
• Work with company professional staff on developing articles and assure that any company freelance writers or vendors provide proper and timely copy for the above publications and postings.
• Obtain releases for use of articles or information by third-party authors for use in Innocorp's newsletters or postings.

**Trade show and conference assessment, negotiation and coordination**
• Develop industry networks in order to identify the most appropriate professional conferences and trade shows.
• Seek information about the theme of various conferences or trade shows and develop Innocorp's approach to each.
• Decide which conferences and trade shows are worth our company effort. (Assessment of costs, expenses, attendance of people with influence over purchasing of products, ROI, etc.)
• Negotiate with conference or trade show organizers for exhibits, space, prices.
• Determine how to staff the conference or trade show, organize staff for same.
• Determine type of and assessment of products and which marketing exhibits are needed for show.
• Work with relevant Innocorp staff to create any new exhibit/sales information.
• Educate attending staff about the conference or trade show, mission, theme, types of attendees, attendees' service scope and likely product needs, and Innocorp's marketing strategy for the specific event.
• Provide direction to other company administrative and shipping staff to assure that travel arrangements, shipping of product and exhibits, and other logistics are done properly and on time. This may include complex logistics, and shipping for successive conference or trade shows in which staff, produce and exhibits transition from one to another.
• Lead planning and practicing (role play) for tradeshow presence
• Attend conference/trade shows and direct other company staff in set-up and promotion of Innocorp at the event.
• Create and implement alternative sales and "information presence" at conference and trade shows that Innocorp has decided to not have an in-person presence.
• Arrange for acquisition of conference/tradeshow attendee lists

**Sales Assessment Follow-Up**
• Maintain a sales matrix management system for use in monitoring campaign ROI, response rates, campaign costs, top-sellers and under-performing product lines.
• Advise Sales Manager and company executives regarding same.
• Assure information is sent and calls are made to contacts from conference and trade shows.
• Develop ongoing connection with new contacts.