



Job Title: Inside Sales & Telemarketing Coordinator	Job Code: ISTC
Department: Marketing	Division: Ithaca
Reports to: Surgical Product Manager	FLSA Status: Exempt
Hours: 40 hrs/week	Rev Date: 05-30-2019

Primary Function

This position will be responsible to qualify and nurture leads from CRM software, trade shows, digital marketing campaigns and any other sources utilized by Transonic Systems Inc for lead generation. This role will also support the field Sales Representatives, Product Managers, and Application Specialists by scheduling customer demos, assisting with communication and additional support as defined and requested. Occasionally; there will be opportunities for this individual to own the sales process and finalize/close the sale directly with the customer. This individual will be responsible for the timely and accurate documentation, in CRM, of all customer interactions and generation of monthly reports for all areas supported. Development into the "CRM Expert" is a significant responsibility of this role. This position will work in cooperation with the sales, marketing and support team for the achievement of customer satisfaction, revenue generation, and sales goals in alignment with Company vision and values.

I. Duties and Responsibilities

- Review leads from various inputs and determine strength of lead, and requirements to nurture and support
- In coordination with Field Sales Representatives, answer product related questions and arrange product demonstrations with existing and potential customers.
- Initial review and reconciliation of CRM system data to eliminate inaccurate information and inactive contacts, and meticulous maintenance thereafter.
- Identify and contact sales prospects and other accounts promptly and assign responsibility to a regional sales representative when appropriate.
- Follow up, in a timely manner, on new leads and referrals resulting from field, internal leads (HubSpot) and tradeshow activity.
- Research customer pain points and needs and define proposed product/service solutions in an effective manner resulting in recommendation of products to customers based on customers' needs and requirements.
- Demonstrate and utilize most current product knowledge and technical selling skills to support efforts.
- Participate in marketing events such as seminars, trade shows and conferences and assist in the implementation of Transonic marketing plans as needed.
- Inform Marketing of any new product and/or service opportunities, special developments, information or feedback gathered through interactions with customers and end-users.
- Maintain accurate records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow up activity within Transonic CRM system.



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- Establish, develop and maintain professional internal and external relationships that meet Company core values.
- Develop reporting metrics to be issued on a regular basis.
- Perform other work-related duties as requested, directed or assigned by management.

II. Working Relationships

- Develop and maintain successful, professional working relationships with existing/potential customers, and with industry contacts which may lead to sales
- Interact with and establish positive associations with hospitals and clinical facilities
- Work in cooperation with the Sales team, Sales management, Customer Service, Marketing, Finance or other departments as needed

III. Education and Experience

- Bachelor's degree in Business, Life Sciences, or related field is desirable.
- Sales lead development experience in medical device capital equipment is preferred
- 3-5 plus year's customer support and inside sales experience a plus.

IV. Knowledge, Skills and Abilities

- Knowledge of principles and methods for showing, promoting, and selling products and services including strategy and tactics, product demonstration and sales techniques
- Understanding of principles and processes for providing excellent customer service including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Proficient use of computers to enter, access and retrieve data including Microsoft Word, Excel, PowerPoint, Outlook and CRM software
- Excellent professional communication skills; verbally by telephone and in-person, and written through email exchanges
- Capable of conducting effective presentations one-on-one, in groups and in a tradeshow environment-on a limited basis
- Results-oriented and able to work independently as well as a member of a remote team-environment
- Excellent active listening skills with the ability to give full attention to and understand customer needs and ask appropriate questions
- Ability to determine creative and effective solutions to satisfy customer needs by using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.



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- Service-oriented with the capability of teaching, instructing and influencing while actively looking for ways to satisfy customer needs

V. Supervisory Responsibilities

- No Direct Reports

VI. Physical Demands

- Must be able to lift 25 pounds
- Corrected normal vision is required

VII. Work Environment

- Office environment located at Corporate Headquarters

Disclaimer: This Job Description is not intended to be all-inclusive and may be subject to change to include new responsibilities and tasks or change existing ones as management deems necessary to meet the ongoing needs of the company.