

Job Description



Role	Inside Sales Associate		Reports To	Sales Manager
Hrs Per Week	40		Starting Wage	Based on Qualifications
Probation	3 Months		Role Band	
Role Summary				
<p>This is a multifaced role supporting the sales, service and marketing processes for Opti-Tech’s products including:</p> <ul style="list-style-type: none"> • Sales and support of Opti-Tech’s products and related components including Microscopes, Digital Cameras, Imaging/Image Analysis software, sample preparation equipment and third-party equipment as required • Direct Sales for specific product lines • Customer Order Processing • Marketing Support 				
Roles & Responsibilities				
<ul style="list-style-type: none"> • Assists customers with product enquiries ensuring they are routed to the correct Product Manger & Sales Representative 				
<ul style="list-style-type: none"> • Inputs new sales enquiries and leads into the CRM system and updates the sales process as required 				
<ul style="list-style-type: none"> • Processes customer quotations, tenders under the direction of the Sales Manager 				
<ul style="list-style-type: none"> • Process vendor and customer purchase orders as necessary 				
<ul style="list-style-type: none"> • Develop proficiency with Spire inventory to maintain and manage demo equipment 				
<ul style="list-style-type: none"> • Is a liaison between internal departments to facilitate all aspects of customer service 				
<ul style="list-style-type: none"> • Responds to customer service issues in a timely manner tracking customer complaint resolution 				
<ul style="list-style-type: none"> • Helps to coordinate sales meetings, tradeshow, training sessions, coordinates customer appreciation events. 				
<ul style="list-style-type: none"> • Support the digital marketing team as required 				
<ul style="list-style-type: none"> • Assist with new market intelligence – new industry opportunity investigation 				
<ul style="list-style-type: none"> • Observe and assist with product demonstrations until skill set is developed to potentially lead demonstrations. Research and learn technical data and application note content to address various customer needs to prepare a proposed solution for the customer 				
<ul style="list-style-type: none"> • Performs other work as assigned by the Sales Manager or other senior management 				
Software				
<ul style="list-style-type: none"> • Maximizer CRM or similar 				
<ul style="list-style-type: none"> • Spire Accounting or similar 				
<ul style="list-style-type: none"> • Quotation Management `Platforms 				
<ul style="list-style-type: none"> • Microsoft Office, with emphasis on Excel, Word and Outlook 				
Key Skills/Competencies				
<ul style="list-style-type: none"> • Excellent people person with strong interpersonal skills experienced in a Customer Service/Sales Coordinator environment, preferably in a Business-to-Business setting 				
<ul style="list-style-type: none"> • Self-starter and works under minimum direction 				
<ul style="list-style-type: none"> • Team player who has a sense of humor with a can-do attitude 				
<ul style="list-style-type: none"> • Confident communicator, with excellent written and verbal English communication skills. Equivalent skills in French an asset 				
<ul style="list-style-type: none"> • Analytical thinker with effective problem-solving skills and is well organized 				
<ul style="list-style-type: none"> • Excellent time management skills and can effectively manage competing priorities ensuring work is completed within expected timescales. 				
<ul style="list-style-type: none"> • Attention to detail ensuring accurate paperwork 				

Education & Experience
<ul style="list-style-type: none">• Relevant Bachelor’s Degree/College Diploma, business, engineering, materials science, life sciences or equivalent experience required
<ul style="list-style-type: none">• Previous experience in a business-to-business environment, and technical sales.
<ul style="list-style-type: none">• Proven English verbal and written communication skills. Equivalent in French an asset
<ul style="list-style-type: none">• Proficient computer skills (MS Office suite, Intermediate Excel)
<ul style="list-style-type: none">• Time management and planning / organizational skills
<ul style="list-style-type: none">• Common sense approach with a sense of urgency to see tasks through to completion
Core Values
<p>The Individual should:</p> <ul style="list-style-type: none">• Display passion• Inspire others• Exude a sense of fun• Enjoy being fully engaged• Love pressure• Crave action• Have a sense of urgency and knows how to finish the job• Be committed to life-long-learning• Exhibit curiosity and enjoy adventure• Be organized