

Locke and KEY



Recruiting, Hiring and Consulting Services

We help companies hire people.

*Flexible recruiting and consulting solutions for your **KEY** hiring needs*



POSITION PROFILE

POSITION TITLE: Inside Sales/Marketing Outreach Representative

REPORTING TO: Marketing Manager

LOCATION: Concord, CA 94520

OUR CLIENT: Independent Floor Testing and Inspection

Website: <http://ifti.com/>

Independent Floor Testing and Inspection (IFTI) is “North America’s Specialist in Concrete Slab Moisture Testing.” Although IFTI is not a company that most people have heard of, IFTI is the leader in their industry, with an impressive list of recognized, national clients, such as Walmart, Bed, Bath & Beyond, Best Buy, Safeway, Petco, and more. When large concrete slab floors are poured in retail stores, health care facilities, schools and other buildings, it is possible for moisture related issues to develop with the concrete. If proper concrete slab moisture testing is not conducted before the floor is covered (with resilient flooring, tiles, carpet, wood flooring, coatings, etc.), then expensive and risky problems can develop, because the floor covering can “fail.” If a floor failure happens, the flooring has to be removed, the problem has to be corrected, and the flooring has to be replaced. Entire departments of the store or facility might have to be closed while the repair work is being conducted. Additionally, someone could risk injury by tripping on the area of the floor that has failed. This problem affects more floors than companies realize, and employing IFTI’s valuable testing services can avoid costly, and perhaps dangerous failures.

IFTI is proud to be a green technology company. Companies who have unexpected flooring failures have to remove, and discard a large amount of waste, such as heavy flooring material and sealant chemicals. IFTI’s services help to eliminate waste and avoid duplication of new material purchases, new material shipping costs and various costs associated with delivering waste to the proper locations. Additionally, companies have to use more of these products to replace the failed floors. IFTI’s technology of software, hardware and knowledge base is packaged as a complete service as the only nationwide standardized moisture testing program available.

What does all of this mean for you? IFTI continues to grow and expand their business both nationally and internationally, and they are hiring!

IFTI has two openings for Inside Sales/Marketing Outreach Representatives. The Inside Sales Rep will be responsible for generating leads by locating and contacting potential prospects for IFTI and transitioning them to the National Accounts Representatives for further sales development.

We need outgoing, confident and goal-oriented people, who excel at the challenge of sales, and want an opportunity to grow with the business. Our industry is small and we do not expect you to come from our industry. We are looking for successful, professional salespeople and we’ll train the rest.

SCOPE AND RESPONSIBILITIES:

Locke and KEY Recruiting, Hiring and Consulting Services

Mailing Address: P.O. Box 6746 Oakland, CA 94603

Phone: 510-533-2005

Fax: 533-2055

Email: lklocke@lockeandkey.com

Web: www.lockeandkey.com

The primary focus of this position is to locate and contact potential prospective business customers, and have a telephone conversation with them, discuss their concrete testing program, and develop them into “warm leads” for IFTT’s National Sales Representatives. The work is challenging and you will be financially rewarded for your efforts. The position requires someone who is tenacious, has a “hunter” mentality and is driven to succeed. You will be researching by phone and internet, to learn who the decision makers are, and help spread the word about IFTT’s services.

Although we are looking for successful, experienced salespeople, IFTT will provide not only in-depth product training, but also sales training, which will focus on a base of knowledge that allows you to talk at a business level to senior executives, using a proven method for dramatically shortening the sales cycle. You’ll no longer have to rely on the old “features and benefits” product push used by so many sales organizations.

Sales and outreach duties include, but are not limited to:

The majority of the work will be to call the target organizations to discover the names and titles of those people involved in the decision making process to purchase IFTT’s services. Determine organization charts of companies. (You will also receive training in this).

The most important part of the work will be to engage in a business conversation about floor failure problems with the initial sales leads (we call them “Sales Sponsors”), who are empowered to influence the final decision makers.

Discuss successful sponsor calls and transition the lead to sales.

Participate in extensive internet and telephone research of new industry segments.

Sales support and administrative work to include, but not limited to:

Internet research to enhance IFTT’s internal contact database.

Maintain activity records of calls and research.

Miscellaneous marketing activities.

Face to Face Customer interaction (travel to periodic tradeshow and conferences (about 15% travel))

Connect with potential sponsors through phone calls and attending customer conferences and tradeshow

Support conference activities (e.g. booth set-up, booth duty, follow-up, etc ...)

EXPERIENCE/SKILLS REQUIRED:

Minimum of five years of overall professional experience.

Minimum of three years of proven, successful sales related experience.

Experience with telephone prospecting, selling to businesses.

Prior, effective formal sales training is helpful. Interest and willingness to learn and implement additional, effective sales training.

Experience recording sales activity using a CRM or customer database.

Ability to navigate through a sales and business conversation, overcoming objections, while highlighting value and return on investment.

Experience in working with senior executives to establish the business value of a business solution (salesy closers need not apply).

Advanced interpersonal communication skills.

Clear understanding of the normal sales process and ability to handle and learn from “rejection.” We don’t expect you to be a robot, but we do expect that you have already passed this obstacle in your sales career. We will, however, continue to train and coach you to improve your skills to overcome roadblocks to success.

ATTRIBUTES/CAPABILITIES:

Successful inside and telephone selling skills.

Enthusiasm and drive to consistently perform sales outreach activities.

Grounded, calm, determined, mature.

Tenacious, persistent, disciplined. (not aggressive).

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Excellent active listening skills.

Self-confident, outgoing.

Resilient.

Accountable.

Professional demeanor and appearance.

NICE...we seek a naturally agreeable, with a positive outlook and attitude.

Superb communication skills, both written and verbal.

Superb interpersonal skills.

Responsive, not reactive. Quick on your feet.

Goal oriented.

Very motivated by the value provided by IFTI to the marketplace.

Ability to travel to conferences and tradeshows, approximately 6-7 times per year, about 4 days at a time.

EDUCATION/CREDENTIALS:

Any/all college education is a plus.

Prior, effective, formal sales training is helpful.

REWARDS:

Base salary of \$40-50k, depending on experience and past sales successes, plus additional bonuses and discretionary incentives.

There is no upper limit or cap on earnings.

Growth potential to move to National Accounts Representative position.

Benefits such as medical/dental coverage allowance, 401k plan with company contribution, two weeks of vacation, paid holidays, and sick leave.

Opportunity to work in a growing, entrepreneurial company with excellent training and a supportive team atmosphere.

CONTACT INFORMATION:

To be considered for this opportunity, please go to this website, and complete the survey questions.

https://docs.google.com/forms/d/1gqUIo66jEr0xOanu-8vtbyoko1NpB723Vo8uzCScW_Y/viewform

Then send your **resume and cover letter** to recruiting@lockeandkey.com.

Resumes preferred in Word format. Please put the title of the position in the subject of your email.

Local candidates only; no relocation provided. No phone calls, please.

If you have completed the survey and send us your resume and cover letter, you will receive a notification of receipt.

Lisa K. Locke

Locke and KEY Recruiting, Hiring and Consulting Services

We are the source of your hire power.

Mail: P.O. Box 6746, Oakland, CA 94603

For job posting: Phone/Fax 510-533-2055

For posting: recruiting@lockeandkey.com

Web: <http://www.lockeandkey.com>

*Flexible recruiting solutions for your **KEY** hiring needs*

LinkedIn: <http://linkedin.com/in/lisalocke>; if you would like to connect, please invite me.

Keep our number for the next time you need candidates. **We help companies hire people.**

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