



**2460 N. Mercury Avenue
Odessa, Texas 79763
Tel: (800) 447-4230**

Position: Outside Sales Representative

Reports to: Business Development Manager

Summary

The Outside Sales Representative is responsible for business development, intensely penetrating markets in designated regions, and properly promoting and selling the company's products and services while maintaining long-term relationships with the existing customer base and establishing potential opportunities.

Duties and Responsibilities

- Develop long-term relationships through regular contact with customers to manage and interpret their requirements and keep them up to date on product line changes and modifications.
- Penetrate new customer accounts to drive growth and profitability.
- Provide pre-sales assistance, product education, and first level post-sales support to provide solutions to customers' concerns or problems.
- Support sales and marketing activities by attending trade shows, conferences, and other marketing events if necessary.
- Maintain and update customer accounts in our Customer Relationship Management Database.
- Follow up on qualified leads and referrals and all sales activity through telephone, written and personal contact.
- Travel to customer locations as required; presenting company products, services, and pricing information in a professional manner.
- Develop and maintain information on competitive position, monitor competitor product developments, and identify opportunities. Make recommendations to improve the company's competitive position and enhance customer service efficiency.
- Prepare and provide customer demonstrations and user training to introduce new product releases.
- Prepare and submit call reports and expense reports in a timely manner.
- All other duties as required.

Knowledge, Skills, and Abilities

- Self-motivated and able to work independently.
- Sound business judgment and complex problem-solving capabilities.
- Organization skills, experience prioritizing and managing multiple tasks/issues simultaneously.

- Able to work in a fast-paced, self-directed environment.
- Strong product knowledge as well as customer knowledge
- Excellent verbal and written communication skills.
- Excellent Relationship Management skills.

Education and Qualifications

- Bachelor's degree in Business, Marketing, or equivalent job-related training and experience
- 3-5+ years of successful sales experience
- Product knowledge is a plus
- Valid driver's license