

Job Title: Inside Sales Representative	Reports to: VP of Sales
Department: Sales & Marketing	Exemption Status: Exempt

Position Overview

Work with potential customers to uncover customer needs and match them with B9Creations' solutions. Answering questions, providing samples, and demonstrating how our solutions meet and exceed customer expectations. Represent B9Creations positively via phone, email, and online interactions as customer-focused, well-spoken and ready to close the deal.

Essential Job Functions

- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
 - Identifies revenue opportunities within customers' communities through communications, programs and other activities as needed.
 - Prospects, qualifies and generates sales within the company's established trading partners.
 - Ensures suspect identification, planning, account qualification and needs analysis at all prospect levels.
 - Telephones prospects to identify appropriate contacts, qualify and drive leads through the sales pipeline.
 - Identifies and closes additional purchases of products and services by customers' communities.
 - Works closely with Support, Community Management, Account Management and Business Development.
 - Responds to requests from customers for information and gives online presentations.
 - Engages in technical discussions with potential clients through demonstrations and presentations.
 - Remains knowledgeable and up-to-date on changes and developments in the B2B infrastructure and e-commerce industries.
- Keeps management informed of all activity, including timely preparation of reports.

Essential Competencies

1. Professional Sales Approach - Technical/Capital Equipment
Prioritizes high value actions and manages time effectively; Handling different sales scenarios & customer personas; setting agenda; using Call Plans / Scripts; following sales process; ability to communicate effectively via phone, email, ppt, etc with financial, technical, and executive customer personas; using CRM; coachability; adopting best practices; serving as a sales role model to others; thought-leading customers

2. Closing Ability
Winning sales opportunities after they have progressed past Marketing Qualified; closing late stage deals; building rapport quickly; developing reasons for prospects to act; overcoming late stage deal obstacles; winning confidence and support of late stage new entrants to the sales opportunity; experiencing minimal late stage delay
3. Objection Handling
Anticipates and deals with common objections. Quickly assesses level of objection risk; achieving success in sales opportunities when obstacles are presented from customers due to competition, price, or unforeseen external challenges; following proper objection handling tactics; advancing sales campaigns by handling objections
4. Negotiating
Demonstrating use of give-get framework; guiding customers in viewing business case and TCO; developing solutions that leave all parties with a sense of deal satisfaction; building trust through multiple communication methods; dealing with and managing negotiations independently
5. Expert Knowledge
Understands product portfolio & value proposition in depth, both technically and financially; understands vertical market and how products fit within prospect's business; knows different personas within vertical market and typical business needs/desires of each; knows competitive market and how to position against / exploit.
6. Independence
Working in alignment with business goals without requiring guidance; taking initiative; contributing ideas and suggestions to assist organizational efforts; developing plans of action; setting individual goals and priorities; producing sales results when not actively managed
7. Persuasion
Using language and other communication skills to influence business partners and customers to do what the individual wants them to do; convincing peers of the merits of their point of view; managing up; utilizing give-get frameworks; presenting company value proposition and solution business cases
8. Assertiveness
Showing initiative; exploiting openings in sales opportunities; asking difficult questions; getting sales rep agenda items to be adopted as customer priorities; sharing strong opinions with peers and managers
9. Passion
Exhibiting passionate intensity in work life; describing job, role, work and company to others; translating to customers an infectious enthusiasm for the solution/product; leaving impression in language, tone and behavior; presenting professional content in a zealous and passionate way; exhibiting high spirits in situations where others are downcast or negative

10. Tenacity

Sticking to a plan; not being distracted by noise and friction; establishing reputation for being tenaciously positive; thinking creatively to avoid obstacles; overcoming adversity; managing goals relentlessly

Additional Job Functions

- Maintain stable performance under pressure or opposition (such as time pressure or job ambiguity); handling stress in a manner that is acceptable to others and to the organization.
- Actively appreciate and include the diverse capabilities, insights, and ideas of others and working effectively and respectfully with individuals of diverse backgrounds, styles, abilities, and motivations.
- Set high standards of performance for self; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.

Knowledge and Skill Requirements

Required Education & Experience

Associates degree in a technical or business discipline or equivalent experience.

A minimum of two years in a sales or sales support role.

Preferred Education and Experience

Experience with business-to-business commerce.

Two years in customer service, public speaking or training role in a technology company.

Working Conditions and Ergonomic Requirements

- Working conditions are normal for an office environment. Work may require occasional weekend and/or evening work and travel.
- While performing the job duties, the employee is regularly required to use vision to differentiate colors, including close up vision, depth perception, and the ability to adjust focus for troubleshooting purposes.
- The employee must be able to occasionally lift up to 50 pounds.
- While performing the duties of the job, the employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls: reach with hands and arms; as well as talk and hear. Employee is frequently required to sit, and occasionally to stand and walk.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

I have read this job description and agree that I can perform the job duties as described above:

____ Without any accommodations

____ With the accommodations described below:

Printed Name _____

Signature _____

Date _____