

Reports to: National Sales Manager

Department: Sales

Classification: Exempt

Last Updated: 06/01/2022

---

### Job Summary:

The Sales Development Representative is an integral part of the KTI Sales Team and provides best-in-class sales support to our Dealers, Distributors, and Field Sales Team. Drives revenue growth through a wide variety of activities including inside sales activity, attendance at customer events and meetings, lead generation, cross-selling, and relationship building with current customers. Supports key initiatives such as dealer training, adoption of dealer programs, deployment of new merchandising items, and other initiatives that support our revenue growth.

The Sales Development Representative role is primarily an inside role, but will attend all major trade shows and customer events. Additionally, they may accompany members of the Sales Team for major customer meetings and provide fill-in support for customer events on an as-needed basis.

### Essential Functions:

- Through a developed understanding of the King Technology business, product line, and customer base, provides a wide-range of support in achieving Sales Team objectives.
  - Fosters positive relationships with our dealer and distributor customers. Goes the extra mile to satisfy our dealers and further differentiate King Technology within the marketplace.
  - First level of contact for inbound dealer and distributor inquiries. Qualifies sales opportunities for the Sales Team.
  - Conducts follow-up and check-in campaigns with dealers.
  - Conducts outbound initiatives to drive product sales and develop other key initiatives.
  - Supports the onboarding of new dealers by providing training and other onboarding support.
  - Makes contact with lapsed customer and qualifies opportunities for the Sales Team.
  - Contributes to Sales Department reporting, providing customer insights and raising the voice of the customer at King Technology.
  - Develops and executes campaigns throughout the year to drive sales and develop business insights.
  - Supports new product launches through inside sales activities such as obtaining orders for promotions and generating leads.
  - Serves as primary inside support contact for KTI Manufacturer Representatives.
  - Collaborates with the Sales Team on sales and customer planning.
  - Travels approximately 6-8 times per year.
  - Supports achievement of all AOP deliverables for the Sales Team.
  - Conducts virtual product trainings and sales presentations with customers.
  - Develops a strong understanding of the industry, competitive landscape, King Technology product line and sales channel.
  - Possess a strong understanding of internal processes and order systems and provides support of internal order flow.
  - Provides administrative support to the Sales Team, such as the development of customer presentations.
  - Provides back-up support to our Customer Service Team.
  - Consistently demonstrates King Technology Values in all interactions with Customers.
-

### Job Qualifications:

- BA or equivalent experience
  - Minimum of 2 years' experience in Sales or Customer Service Role
  - Proficiency in Microsoft Office
  - Customer-Focused
  - Great People Skills
  - Motivation for Sales
  - Relationship Builder
  - A Team Player
  - Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership.
-