

Industrial Specialist Job Description

Onboarding:

Coordinate and oversee compliance with the 30-60-90 implementation plan

Training: (Coordination with Marketing Director)

- Coordinate and implement (with Marketing Director) ongoing product training for all Lester Sales Industrial team members, distributors, and end users. Responsible for ordering sales force latest literature and new product samples.
- Attend conference calls and provide synopsis of important information to field sales.

Panel Builder/Specifier/End User:

- Proactively establish relationships with influential parties within the specification, panel builder arena (specifying engineers, integrators, panel builders, end users, etc.)
- Develop ongoing value added relationships with the above parties.
- Promote Industrial solutions and initiatives to the above parties on an ongoing and growing basis
- Manage all valid opportunities in CRM and assign ownership

Contractor focus:

- Proactively establish relationships with electrical contractors (industrial and commercial).
- Responsible for scheduling and executing trainings on product and initiatives including rebate programs.
- Manage all valid opportunities in CRM and assign ownership.

Sales Activities: (Coordination VP Sales)

- Establish, develop, and nurture relationships with Manufacturer RVP, Pricing, New Business Development Team, etc.
- Actively manage CRM in accordance with Manufacturer's expectations.
- Targeted, systematic, and regular end user calling throughout IN and KY (opportunity discovery and capitalization), and training (independently and in conjunction with sales team)
- Targeted, systematic, and regular distribution sales and training activities (conducting training, opportunity discovery, opportunity capitalization)
- Targeted end user training (independently and in conjunction with sales team)
- Responsible for ordering sales force latest literature and new product samples.
- With the assistance from management will come up with and distribute 30 second commercial script for new products.
- Responsible for rolling out latest promotions and programs to sales force.
- Keep local sales force updated on activities within each account manager's territory.
- Provide a monthly scorecard summarizing territory sales and activities to management on a monthly basis (example will be provided)

Method of Measurement:

- The primary metric of success measurement is the attainment of the sales goals as established by VP of Sales.
- Secondary methods of measurement are the timely and thorough completion of the tasks outlined in the Job Description outlined in this document.