

**Controlled Fluids, Inc.
Job Description**

Outside Sales Development Program

Reporting Relationship and Functional Role

This person reports administratively and functionally to the Vice President of Sales & Marketing. The purpose of this position is to build from the ground up a highly productive, successful, outside salesman. This development program will begin with inside sales training, to hands-on technical training, to an intern/apprenticeship program shadowing a senior outside salesman, to ultimately assuming your own distinct territory.

This position will place you as the front-line support system for our customers, and in many ways, the face of the company. This is a fast-paced and dynamic seat requiring you to solve customer issues, source efficiently, and become a technical expert in fluid power systems and the products we represent. This is a solutions-based position for driven people with a strong inclination for math.

Primary:

- Maintain expert level of product knowledge and applications.
- Articulate technology and product advantages.
- Listen, understand and offer solutions to customer requirements.
- Perform technical/ product training for sales people, estimators, and engineers at targeted accounts.
- Work with the Inventory Control Specialist and other counterparts to understand how to effectively use stocked inventory to meet customer needs, including conversions and or alternatives.
- Field customer issues and process for resolution
- Identify leads for outside sales and marketing

Additional:

- Work for and assist the Engineering Department with work overload as a back-up sourcing or pricing for BOM's
- Resolve customer issues or difficulties in a manner that is consistent with the company mission, values, and financial objectives.
- Maintain professional business relationships within target accounts.
- Provide status of ongoing projects and future projects.
- Identify customer's needs and sales opportunities to help future growth

Requirements & Conditions

Education: H.S. Diploma required, 3+ years fluid power sales or distribution, Mechanical or Fluid Power certification preferred. Must be strong in math with an innate ability to learn.

Requirements:

- Attention to detail and organization skills
- Self-directed and motivated
- Able to manage multiple projects and deadlines
- Capacity for technical justifications of product substitutions, alternatives, and or modifications
- Able to efficiently manage a great deal of communication
- Able to work independently and efficiently
- An enthusiastic learner, interested in learning new skills and platforms, and sharpening existing skills
- Requires excellent communication skills, written and verbal
- Ability to develop creative cost-effective solutions to meet customers' needs

Desired experience and skills:

- Knowledge of mechanical and electrical design concepts
- Knowledge of our core product lines
- The successful candidate will be able to organize and execute multiple customer workloads concurrently and will utilize and manage outside resources to aid serving our customers
- Hydraulic Certification a plus
- **Required to pass the IFPS CFHS exam before assuming territory.**

Character Traits: Team oriented and spirited, dependable, integrity, flexible, “can-do” attitude.

Physical Requirements: Long hours sitting and using office equipment and computers. Some light lifting of supplies and materials from time to time may be required.

Working Conditions/Environment: A busy office environment. A number of projects may be managed at one time with frequent interruptions to meet the needs and requests of internal personnel and customers.

Location/Travel: Final sales territory assignments will be based off the needs and strategic objectives of the company

Responsibilities and Job Duties

Key Responsibilities, Duties, and Expectations

- **Assess customer needs:** Compile information from the customer. Evaluate and determine what the customer wants and ultimately needs. Assess system performance and identify areas for improvement/enhancement. Present products to customers.
- **Specify products/Design solutions:** Work towards a solution to customer issue(s). Make product selections, suggestions, and recommendations. Evaluate the design parameters for the component or system and offer suggestions that fit within customer’s guidelines.
- **Promote technical sales:** Encourage the sale of power units, systems and technical applications by capitalizing on opportunities as they present themselves interacting with customers.
- **Manage products and supplier relationships:** Support specific product lines for given areas of primary responsibility.
- **Protect the company’s Intellectual Property (IP):** All external correspondences must be truthful in nature but must also protect the company’s IP and profit from be poached by others.

Administrative/General

- Assist in development, review, and maintenance of processes, procedures, and guidelines.
- Report and communicate with Outside and Inside Sales Managers/Supervisors pertinent information regarding Customer information and status.
- Create and archive BOM’s and project documents in accordance with ISO and CFI standards.