



**Job Title:** Inside Sales Manager

**Source of Supervision:** VP, Sales and Marketing

**Department:** Sales

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### **POSITION SUMMARY**

This position serves as the interface between Customers, Sales Representatives, Distributors, Operations and the organization to ensure we manage and support our customers with the goal to increase revenue while following processes and procedures established to maintain gross margins budgeted for each product line.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Manages the day to day responsibilities of the inside sales function for assigned product line to ensure timely responses to customer inquiries, including price quotations, delivery, lead time requests, expedite requests and other customer inquiries for our products and services.
- Prepares non-price book quotations and gains management approval prior to quoting in accordance with company policy and procedures to maintain budgeted gross margins for the quoted product.
- Achieves daily Bookings Targets and Outbound Sales Calls Targets as defined by VP of Sales. Responsible for outbound call programs to uncover customer's potential need for products and services, prospecting for new accounts as directed and following up on all supplied leads.
- Resolves customer issues by clarifying customer complaints, escalation to management team, assist in determining root cause and providing a solution to the customer.
- Maintains the Bid Board and Salesforce® sales activities.
- Ensures quotes are entered into the ERP, provided to customers in a timely fashion and followed up on routinely and consistently.
- Performs the order entry activity and ensures timely and accurate review and acceptance of orders.
- Oversees customer return activities to ensure prompt turnaround of repaired products.
- Ensures sales representative commissions are credited accurately for purchase orders received.
- Ensures accurate lead-times are quoted to customers at time of quote by working with Production Planning.
- Ensures customers are notified of delivery delays prior to scheduled ship dates.
- Establishes, monitors, and recommends changes and corrections to the catalog products and price book based on market trends and feedback received.
- Ensures telephone calls are answered in person during assigned work times; the sales email account and the sales voicemail is maintained and responded to promptly.
- Participates in the development and reporting of the bookings forecast monthly. Maintains lost business database and reports on capture rates and trends as needed.
- Ensures the sales representatives are included in all customer correspondence for their assigned territories and accounts covered. Copies of packing slips and quotes are provided to all reps routinely and consistently.
- Assists with the development of departmental performance goals and metrics.
- Participates in the development and successful implementation of departmental process improvements and/or cost reduction initiatives each calendar year to improve the overall departmental performance.
- Travel and other duties as required.

**OTHER DUTIES AND RESPONSIBILITIES** include:

- Work closely with the functional leaders to create marketing and media plans and execute on deliverables
- Assist with the analysis of marketing programs, measure their effectiveness by tracking necessary metrics, and adjust strategy and tactics to increase effectiveness
- Create and execute on all communications including the development of internal and external promotional materials, newsletters, print advertising and online communications
- Assist with trade shows and event marketing programs from inception to distribution
- Manage sponsorships and relationships with industry associations
- Establish and maintain consistent image throughout products lines, services, communications, promotional materials and events
- Work with sales and engineering to craft positioning for current products
- Database management and lead generation
- Manage customer feedback, surveys and questionnaires
- Coordinate creative direction for all design and production initiatives and manage external vendors.



## **REQUIREMENTS**

- RF Microwave industry inside sales experience required, Mil-Aero inside sales experience a plus
- Must demonstrate leadership and exhibit professional demeanor.
- Ability to demonstrate excellent written and oral communication skills (proficient in phone techniques, negotiation and customer loyalty activity).
- Bachelor's degree (B. A.) from four-year college or university; minimum of five years' related experience and/or training; or equivalent combination of education and experience.

**TRU Corporation is an Equal Opportunity Employer**