Job Description **Sales Support Representative**

SUMMARY:

The Sales Support Representative role increases the quality and quantity of qualified leads for the sales force resulting in stronger pipelines and increased revenue by fostering prospects, building trust and rapport that leads to opportunity. This role will assist in promoting Craneware's services through both cold and warm targets to introduce our services, answer questions, market events and generate leads for our Outside Sales team. This position reports directly to the Sales Enablement Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Core duties and responsibilities include the following:

- Generate qualified leads for the sales force via cold and warm (marketing activity) outreach via email, phone, social media, etc.
- Build rapport with contacts by offering resources (webinar invitations, white papers, relevant blog articles, etc.) and understanding where the prospect is in the buying process.
- Gather key information to update the CRM system and develop a follow-up strategy.
- Identify opportunities that meet minimum qualification criteria for the sales field.
- Gain contact consent to schedule phone appointments for members of the sales force to have deeper conversations with the contact.
- Gain in-depth knowledge about software and services provided by Craneware to become the trusted advisor to the field and to the client base.
- Build rapport over a long-term, multi-touch relationship.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES:

No direct supervisory responsibilities.

SKILLS/COMPETENCIES:

- **Communication –** Demonstrates effective oral presentation skills coming across as confident and well-prepared when making group presentations. Makes effective use of visual aids or presentation software and looks at ease while handling questions from the audience. His/her presentations hold the audience's attention and tend to be the right length for the amount of information covered. Demonstrates effective writing skills through clear and complete written reports that meet the needs of the customer. Written reports use words and tone that are appropriate for the intended audience and are produced and distributed in a timely manner.
- **Technically Competent -** Possesses sufficient job skills and knowledge to perform the job in a competent manner. Is able to demonstrate skills and knowledge in day-to-day situations.

- **Versatility - i**s able to take on a variety of different tasks and roles in the organization. Can move in a relatively seamless manner from one task or focus to another and can fill in for other team members when they are absent or are experiencing work overload.
- **Innovation -** Looks out for new and innovative approaches that will improve efficiency. Makes it a point to put new skills and knowledge to use on the job in a timely and effective manner. Applies new skills on the job before forgetting what was learned, and ensures that these skills are used to create a positive impact on a day-to-day basis. Embraces and champions new ideas and encourages others to do likewise. Recognizes and rewards people and teams who are creative and innovative.
- **Integrity -** Acts in ways that demonstrate personal integrity and serves as a positive example of why others should trust the motives of the organization. Views himself or herself as a reflection of the organization by following through on commitments and accepting ownership of any mistakes he or she might make. Leaves others with the clear impression that integrity is a core value at this organization.
- **Work Ethic -** Is keenly aware of the time frame in which tasks or projects need to be done. Accepts and mirrors the level of urgency conveyed by manager or customer being served. Puts first priority on the needs of the organization or the needs of its customers. Has also established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards.
- **Working With Others -** Is an effective team player who adds complementary skills and contributes valuable ideas, opinions and feedback. Communicates in an open and candid manner and can be counted upon to fulfill any commitments made to others on the team. Shows genuine sensitivity to the needs, feelings and capabilities of other people. Deals with others in a pleasant manner. Treats others with respect and consideration.
- **Customer Focus -** Personally demonstrates that external (or internal) customers are a high priority. Identifies customer needs and expectations and responds to them in a timely and effective manner. Anticipates and prevents delays or other things that can adversely affect the customer. Keeps customers informed about the status of pending actions and inquires about customer satisfaction with products or services.

EDUCATION:

B.A., Business, Finance or other related field or equivalent work experience.

EXPERIENCE:

- 1-3 years' experience working in a Sales Support capacity is required.
- Ability to demonstrate previous success in lead generation.
- Ability to utilize CRM.
- Previous experience working in a Healthcare or Technology Company would be advantageous.
- Ability to travel occasionally (less than 10%).