

JOB DESCRIPTION FORM

Position Title:	<i>Inside Sales Representative</i>	Department & Cost Center:	Inside Sales # 631
FLSA Status:	Non-Exempt OR <u>Exempt</u> (Circle One)	Reports To:	Inside Sales Manager
Job Grade:	13	Location:	US, Americas, NY Office-based
Date Approved by HR:	November 2010		

JOB PURPOSE:

- Provide quality service to Laerdal's internal and external customers in all assigned tasks, while upholding Laerdal Values at all times.
- Assist in the achievement, and act in support of, the sales of Laerdal products and solutions into the approved markets in support of assigned company goals and quotas.

PRINCIPAL ACCOUNTABILITIES:

- Drive sales of all Laerdal products, by developing, identifying, and securing all relevant direct sale opportunities.
- Serve as internal sales support for pre-defined territory locations to achieve or exceed assigned sales quotas and goals.
- Generate market interest and close sales by executing Product and Segment Marketing activities such as projects, surveys, campaigns, teaching, site visits and or promotions.
- Coordinate on-site product demonstrations and lab tour for visiting customers as required by management
- Actively solicit for all Laerdal product opportunities, referring leads as appropriate.
- Partner effectively with the Field Sales Team to drive territory coverage and maintain positive distributor relationships.
- Manage sales funnel development by entering and update all customer Opportunities and Leads in Siebel.
- Provide support as required to the Inside Sales Manager and Sales Operations Manager

MAIN TASKS:

- Work closely with the internal team members and external Sales and Service teams to insure high customer satisfaction.
- Work closely with Distributor Administration, Customer Service, Contracts and other teams as required or requested.
- Assist Inside Sales and Field Sales with quotes
- Travel in support of sales or training meetings, customer site visits, and/or trade shows.
- Cover voicemail and email for Inside sales staff while members are on vacation or unable to access their mailbox.
- Manipulate and manage spreadsheets.
- Effectively utilize Siebel, MFG/Pro and Data Warehouse as trained by internal instruction.
- Actively review Data Warehouse Territory Reporting for Invoiced Sales, Open orders and Siebel Opportunities
- Enter Activities associated to specific campaigns in Siebel as assigned by management.
- Create Activities for other departments in Siebel as assigned by management

- Maintain telephone contact with external field sales reps and direct customers as required or requested.
- Probe and record via campaign using Siebel for new business or sales opportunities.

DELEGATED AUTHORITY:

Decisions that can be made by the job holder (final say):

- Act independently; decision making within Company policy

KNOWLEDGE AND EXPERIENCE:

- Associates Degree with three years related sales/telemarketing experience. Bachelor's degree in business or life sciences preferred.
- Demonstrated creativity and record of achievement in prior sales related advantageous.
- Computer literacy required; knowledge of Siebel and MFG/Pro considered a plus.

Licenses or Certifications:

- Must Complete CPR training on annual basis using Laerdal equipment and Learning Management System tools.
- CPR certification (or trained in first six months of employment).
- LVN, RN, EMT desirable.

COMPETENCIES:

- Sales skills to include demonstrated closing skills. Prior attendance at formal sales training courses considered a strong plus.
- Organizational skills for proper territory planning/management.
- Excellent verbal, written and telephone skills supported by strong interpersonal skills and ability to work within a team structure.
- Ability to learn and retain product specific information as it pertains to the position.
- Knowledge of anatomy and physiology of cardiovascular system a plus.
- Ability to manipulate and manage spreadsheets.
- Demonstrate an aptitude of selling products that are software driven.
- Is able to manage a plan and redirect activities when encountering challenges.
- Selects the best course of action based on analyzing all alternatives and implements solution informing all parties involved.

WORK ENVIRONMENT:

- Work usually performed in an office setting.

Working Hours:

- Hours may vary and will require evening and weekend work depending on business needs or customer requirements and will require working overtime.
- Must be flexible and have ability to work hours as dictated by assigned regional geography and may vary.

Tools and Equipment Used:

- Personal computer, copier, fax, phone, and other typical office equipment

Physical Demands:

- Digital dexterity and hand/eye coordination in operation of office equipment
- Light lifting and carrying of supplies, files, etc.
- Ability to speak to and hear customers and/or other employees via phone or in person
- Body motor skills sufficient to enable incumbent to move from one office location to another
- Ability to lift and carry 50 pounds on a regular basis (demonstration samples).

Travel: Able to travel as required in support of sales or training meetings, customer/team site visits, and/or tradeshow as required or requested.

SIGN OFF

JOB HOLDER: _____

DATE: _____

MANAGER: _____

DATE: _____

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change

