

**Instructions:** Interested candidates should read the full job description to determine if they meet the requirements of the position. Only qualified candidates should submit resumes.



Interested parties can apply at: <http://www.innlink.com/careers>

**Job Title:** Sales Associate  
**Department:** Sales  
**Reports to:** Director of Sales  
**Location:** Hendersonville, TN  
**Hours:** Full Time – Monday through Friday 8AM to 5PM  
**Industry:** Hospitality

### **Job Description**

Provide information about InnLink services to potential clients in order to increase the company sales and to develop or maintain long-term relationships with the existing and prospective clients. This position will be working with the Sales Director, Chief Operating Officer and Sales Managers to develop sales programs and strategies to attain annual budget targets. In addition, this position will assist in the development as well as in execution of sales programs, specifically in technical team support, customer site visits, trade show activities, and telemarketing.

### **Basic Function and Responsibilities:**

Research potential customers, responsible for making outbound calls to prospects, enter all data in Salesforce for ongoing management of prospects, estimating return on investment (ROI) for prospect, sell InnLink Services, set and assist with RESmatrix Demo's, and perform all follow up activities needed to manage the customer as requested by your Sales Manager.

### **Essential Functions**

- Daily outbound calls = 30
- Qualifying leads for follow-up by Sales Manager
- Managing and prioritizing sales leads prepared by the Marketing department, developing new accounts through analyzing, exploring, networking, and referrals
- Follow pre-determined sales cycle, procedures and policies
- Meet or exceed sales goals
- Generate accurate Return on Investments (ROI) for prospects when required
- Provide weekly contact (prospect) log to Director of Sales
- Provide weekly estimate log to sales manager
- Provide monthly itemized expense report to Director of Sales
- Working on special projects and contributing to team effort
- Providing detailed updates on job activities to the Sales Director
- Providing feedback from clients in order to access possible improvements to existing products and also the need for new products
- Participating in industry events and conferences
- Coordinating with marketing team in developing collateral material
- Working with Marketing team and Sales Director to provide ideas about new outbound market sales
- Maintaining accurate customer database for reporting, mailings, and marketing programs

### **Skills and Specifications**

- Able to initiate or demonstrate strong personal sales to function independently and as a part of a team.
- Passion to turn prospects into customers and persistent determination with telephone sales
- Proactive and self-controlled work ethic; Self-starter
- Good organizational and excellent time management skills
- Exceptional skills of customer service
- Superior written and verbal communication skills
- Able to develop and maintain good relationships with clients
- Highly proficient level computer skills including MS Word, PowerPoint, Excel, Salesforce and Outlook
- Able to understand the client's business needs and clear their problems
- Able to achieve sales quotas
- Able to handle a multi-tasking environment
- Willingness in traveling and working in a team of professionals