

Role: Outside Sales Representative

Location: Houston, Texas

Department: Sales

Reports to: GM

Primary Objective:

- The Outside Sales Representative is responsible for driving sales growth by identifying and securing new business opportunities, maintaining and expanding relationships with existing customers, and representing the company's services in the Houston market. This role involves direct interaction with clients, traveling to customer sites, and promoting the company's calibration services.

Key Responsibilities:

1. Sales Growth and Business Development

- Identify and Pursue New Business Opportunities: Proactively research and identify potential clients within the Houston area, including industries such as manufacturing, aerospace, oil & gas, and healthcare, to generate new leads.
- Develop and Execute Sales Strategies: Create and implement sales strategies to meet or exceed sales targets, including cold calling, networking, and attending industry events.
- Prepare and Present Proposals: Customize and present service proposals, quotations, and contracts to prospective clients, ensuring alignment with their specific calibration needs.

2. Customer Relationship Management

- Maintain and Grow Existing Accounts: Develop strong, long-term relationships with current customers, ensuring satisfaction and identifying opportunities for additional services or upselling.
- Conduct Regular Client Visits: Travel to customer sites to conduct sales presentations, deliver product demonstrations, and provide consultative sales support.
- Handle Customer Inquiries and Concerns: Respond to customer questions, resolve issues, and provide support throughout the sales process and beyond, ensuring a high level of customer service.

3. Market Analysis and Reporting

- Monitor Market Trends: Stay informed about industry trends, competitor activities, and market developments in the Houston area, adjusting sales tactics as needed.
- Report Sales Activity: Maintain accurate records of all sales activities, customer interactions, and pipeline updates. Provide regular sales forecasts and reports to management.
- Contribute to Marketing Initiatives: Collaborate with the team to develop promotional materials, campaigns, and other tools to support sales efforts.

4. Technical Expertise

- Understand Calibration Services: Maintain a strong understanding of the company's calibration services, including the technical aspects, to effectively communicate their value to customers.

- Provide Technical Solutions: Work closely with the technical team to tailor calibration solutions to meet specific customer requirements, ensuring alignment with industry standards and regulations.

5. Travel and Territory Management

- Manage Sales Territory: Efficiently plan and manage travel within the Houston territory, maximizing time spent with clients and prospects.
- Attend Industry Events: Represent the company at trade shows, conferences, and other industry events to network with potential clients and stay connected with industry trends.

Qualifications:

- Education: Bachelor's degree in Business, Engineering, or related field preferred.
- Experience: Minimum of 3-5 years of outside sales experience, preferably in a technical field such as calibration, engineering, or industrial sales.
- Skills: Strong communication, negotiation, and presentation skills. Proficiency with CRM softwares and MS Office Suite.
- Travel: Willingness to travel frequently within the Houston area.

Key Performance Indicators (KPIs):

- **Achievement of sales targets and revenue growth**
- **Number of new accounts opened**
- **Customer satisfaction and retention rates**
- **Frequency and quality of client visits and follow-ups**
- **Accuracy of sales forecasts and reporting**