

Position: Inside Sales
Location: Medina, OH
Date of Post: February 2019

Company overview

Green Biologics is a bio-based specialty chemicals company focused on uniting microbiology and chemistry to create breakthrough sustainable ingredients used to produce high-performing consumer goods and industrial products. Our manufacturing facility for production of our renewable n-butanol and acetone is in Little Falls, MN. We also have labs in Richmond, VA (applications and product development) and the United Kingdom (Headquarters and microbiology/R&D); as well as a sales/marketing hub focused on commercial development in Medina, OH.

Job description

The Inside Sales role will be critical to the success of new customer development by following up on inbound leads and helping to qualify and close business individually or pass on to the field sales team for closure. Additionally, the Inside Sales role will have responsibilities which do not have direct customer interaction but support the efforts of the field sales team.

Key roles and responsibilities

- Develops and executes a 'Markets' coverage plan that provides for an efficient and productive coverage of all incoming leads from the following sources:
 - Web Inquiries
 - Outbound cold calls
 - Inbound calls
 - Social media inquiries
 - Trade shows (when booth leads are captured)
 - Other TBD based on business demands
- Works with Marketing and utilizes Lead Flow process to make direct contact with qualified marketing leads through email and phone follow up
- Manages our sales pipeline through being the champion of our Salesforce.com Customer Relationship Management (CRM) system:
 - Acts as the primary liaison with SFDC and the Premier Plus hot line for fixes, additions and deletions from current SFDC interface with the Commercial team
 - Responsible for running reports on Call Reports, Sampling and other reports as directed by the VP of Sales
- Acquires and maintains an in-depth knowledge of all personal accounts with account profiles up to date in Salesforce.com. Work with, influence and establish a business relationship with all influencers and decision makers at assigned and developed accounts at 10MT per annum or lower (larger assigned to Field Sales)
- Works with key accounts, customer service and operations to ensure order fulfilment
 - Coordinates customer set up forms to include credit reference, account location & basics, site & delivery survey form
- Identifies within each account the following information within Salesforce.com

- Market
- Product(s) potential
- Volume potential
- Customer type based on Segmentation map
- Forecasts annual revenues and volume projections for each product or product group for accounts 10MT and below
- Promotes teamwork with sales, product development, product management (Commercial) and Operations / Customer Service
- Attends trade shows, industry events and planned meetings as schedule permits
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies

Ideal Qualifications

- Minimum educational requirement is a Bachelor's Degree; BSc in chemistry a plus
- 3+ years' experience in a similar role is required; more experience in a similar role is desired
- Strong competency in Microsoft Office (Outlook, Excel, PowerPoint, Word, etc.)
- High degree of comfort utilizing Cloud based software (CRM, Salesforce.com, GotoMeeting, Dropbox, etc.)

Desired Skills

- It is preferred that the candidate has chemical sales experience with a demonstrated ability to work independently against specific goals with a clear track record of delivering goals within an operating budget
- A demonstrated ability to work well in teams both as a leader and a team member is critical

Additional Skills

- Strong analytical and technical problem-solving skills
- Well organized and comfortable in a multi-tasking environment
- Demonstrated excellent interpersonal skills
- Flexible style necessary in a developmental environment
- Strong oral and written communications skills

To apply, please send your resume and cover letter to peter.oloughlin@greenbiologics.com.

