

SALES REPRESENTATIVE

Position Summary

Cerillo's Sales Representative is responsible for the management of the sales pipeline for direct to consumer and distributor sales. This individual will also be responsible for building relationships with individuals and companies in target markets in order to sell the company's products and services and reach internal sales goals. This position will contribute to developing and implementing sales strategies to support corporate goals.

Essential Duties and Responsibilities

The essential functions include, but are not limited to the following:

- Creating awareness and demand for the company products and services.
- Maintaining and growing profitable sales in territory.
- Responding to customer/distributor partner inquiries promptly. Managing all deals and communication in Cerillo's CRM accurately and with a sense of urgency.
- Continually optimizing sales processes.
- Identifying prospective customers, following leads from existing customers, participating in organizations and clubs, and attending trade shows and conferences.
- Providing technical support / training on current and new products to customers and distributor partners.
- Traveling domestically and globally to maintain face-to-face relationships with prospects and partners.
- Attending and serving as Cerillo brand representative at industry trade shows and events.
- Submitting call and expense reports in a timely fashion.
- Consulting with clients after sales to resolve problems and to provide ongoing support.
- Supporting sales forecasting and reporting activities.
- Providing installation on certain products and demonstrate usage.
- Maintaining company property
- Assisting other departments within organization to prepare or distribute manuals, product brochures, and technical information.
- Assisting in new product research, customer requirements, and market trends.
- Performing other duties as assigned.



Minimum Qualifications (Knowledge, Skills, and Abilities)

- Bachelors Degree in business, marketing, or related discipline.
- Experience in selling research equipment, medical sales, or similar. Laboratory experience with a microbiology focus preferred.
- Experience working within CRM databases to organize customer information, track progress towards goals and develop reports.
- Demonstrated ability to build and maintain relationships.
- Flexible, creative, and able to work in a non-structured developing work environment.
- Demonstrated capacity to think “outside the box”, communicate and motivate customers on the company’s products and services.
- Proficient in Microsoft Office, specifically Excel, Word and PowerPoint.
- Excellent oral/written communication skills, including well-developed presentation skills.

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. Hybrid work is preferred but remote work can also be negotiated.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, and handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; and stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Cerillo is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.