

**Position title:
Inside Sales Manager, Americas**

Location: Home Based

Department: Commercial

Reports to: Eric Winter (VP Americas Commercial Operations)

Direct reports N/A

H.E.L Contact: Eric Winter

About H.E.L and this role

Our mission at H.E.L Group is to make a healthier, sustainable, safer world for everyone. We equip scientists with the right tools and knowledge to develop safe, efficient new processes and molecules that benefit the world and its population.

Our core values are:

- Being **insightful** through experience,
- Being **collaborative** by design,
- Being **tenacious** in spirit,
- Being **proud** of progress.

We operate globally with offices in London, UK (HQ), Princeton, USA, Beijing, China, and Singapore, as well as field-based staff across our direct regions, and trusted partners in distribution territories.

This role will be primarily building on our sales expansion in the USA and other American countries, for H.E.L's entire portfolio of products and services and being part of a team that helps to deliver on H.E.L's global strategic growth plan. To support this growth plan. Significant investments have been made across all key areas of the business over the past 18 months, with specific focus on driving commercial effectiveness. This is an exciting opportunity to join a globally expanding team, with the career progression opportunities that this provides. To read more about the recent growth and expansion of the group, see the articles in our [newsroom](#).

As an Inside Sales Manager the principal objectives are to support the Field Sales Team in lead qualification, lead generation and grow all after-sales products & services of the assigned customer portfolio to positive EBITDA through creating and maintaining long term customer relationships/satisfaction.

The inside sales manager will support a variety of commercial activity in the Americas, in line with company objectives. There will be cross-functional responsibility for pre-sales activity, post-sale support, marketing and business development activities. They will be responsible for supporting sales, service and marketing efforts to grow and sustain the business for H.E.L. Group and ensure customer satisfaction. sales and profitable growth in the territory.

Their key areas of responsibility will be:

- Organizing and qualifying leads for the direct sales team to expand the sales pipeline and increase order intake.
- Working with service and sales to ensure after sales customer satisfaction.
- Working in collaboration with marketing and business development to increase the visibility of H.E.L. Group in our target and emerging markets.

The ideal candidate will be experienced and proficient in customer facing activities, especially phone communication and email correspondence. They are expected to work closely with the commercial team to qualify and identify new and repeat business opportunities.

Responsibilities of the role

Key Responsibilities

Grow assigned customer portfolio to achieve and exceed annual order and revenue targets in designated product and/or services categories through outbound and inbound call activities, as well as meeting call volume. Implement and achieve aggressive, proactive call schedules to increase sales growth and productivity by performing the following duties, all reported and measured in our CRM:

- Support Americas Field Sales Team through direct lead generation activities and the qualification of marketing qualified leads.
- Prioritize selling time to build and maintain a balanced funnel of prospects to generate after-sales revenue.
- Develop and maintain consultative sales relationships with buying influencers in each customer account by using installed base information, sales and service reports/databases, new leads and cold-calling efforts
- Maintain complete knowledge of each customer's history, contacts and current and long-term purchase plans for designated products. Track call outcomes and opportunities through the CRM/ERP.
- Support and partner with customer service, field sales and service personnel in their efforts to sell strategic offerings and maximize account penetration by identifying sales prospects, developing targeted account strategies, providing account/product information, participating in internal/customer meetings, developing proposals and providing account follow up.
- Prepare quotations for service contracts, system upgrades, system repairs and product trainings.
- Thorough current and competitive product knowledge and clear understanding of market dynamics to be able to offer creative solutions to customers.
- Prepare/execute territory strategies and action plans.
- Understand basic after-sales business, functions, features and benefits with the ability to communicate them to customers.
- Analyze service sales statistics and implement a plan if targets are not met after discussion with direct line manager. To include presenting selected service products to customers.
- Drive targeted after-sales marketing campaigns and follow up on Telemarketing.
- Provide accurate information for service sub territory budgets.
- Develops and maintains relationships with client purchasing contacts.
- Inform the local sales force on prospects status evolution as well as on competition and customer perception of H.E.L. technologies. Maintain/earn customer loyalty by providing best in class customer service to all H.E.L. customers.

- Provide a communication link between the customer and the company to help ensure that effective service is provided to the customer.
- Promote customer satisfaction working with install and support organizations by providing product and application information, answering enquiries, investigating complaints and taking appropriate action to resolve customer related sales issues. Record customer feedback and complaint information through the proper quality processes and channels

Additional Responsibilities

- Feedback through proper channels on product development issues arising from product problems identified through sales calls with customers.
- At times, travel through assigned territory to call on regular and prospective time & material customers to solicit service orders or talks with customers by phone.
- Work effectively with cross functional departments, specifically marketing and business development.
- Participate in relevant training courses.
- Positively contribute to the successful development of the European sales team.
- Provide regular activity plans.
- Providing regular reports on customer calls and sales activities.
- Contribute to the effectiveness and positive team spirit of the sales & marketing team and the company.
- Cooperate and effectively work with other staff to achieve sales and high levels of customer satisfaction.
- Other duties as required.

Candidate requirements

Minimum Education and Experience

- Degree level or equivalent education in Science. Chemistry, Chemical Engineering, Biotechnology or related subjects ideal.
- Technical competency to understand relevant applications, to stay current in technical knowledge; to consult with customers in a helpful, courteous, positive and professional manner to provide best in class solutions.
- Minimum of two (2) years sales experience.
- Proven ability of effective written and verbal communication and listening skills.
- Strong interpersonal skills with an ability to effectively communicate and project themselves.
- Strong commitment to customer service and satisfaction.
- Ability to effectively work on and manage many priorities at one time.
- Competent in the use of Microsoft Office (Word, Excel, PowerPoint, and Outlook) email and use of the Internet.
- Competence, after training, in CRM platform.
- Has an approachable manner that encourages interaction with others.
- Highly driven with a strong motivation to succeed.
- Clean US Driving Licence.
- Fluency in written & spoken English. Spanish proficiency is a plus.
- Able to travel on a regular basis.
- US Passport or long-term US residency required with ability to travel overseas on occasion
- Up to 20% travel required

Preferable Skills and Attributes

- Well organised, able to devise and manage systems for handling customers/accounts at all levels including senior level management.
- Excellent troubleshooting skills.
- Ability to be flexible in work schedule and accommodate unexpected work changes.
- Ability to work effectively both interdepartmentally and internationally.

Training provided

- Up to one-month initial training on the H.E.L Product Line that includes product and service introduction and training, independent reading and solution selling.
- Consultative Selling Course/Training as required.

- Learn to use customer database and ERP software systems.
- Health & Safety Training, as required.
- On the job training.

Physical demands of the role

General Check all that apply

Criteria	Amount of Time			
	None	Under 1/3	1/3 - 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feel				X
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch or crawl	X			
Talk or hear			X	
Taste or smell			X	

Weight lifting or force exertion Check all that apply

Weight	Amount of Time			
	None	Under 1/3	1/3 - 2/3	Over 2/3
Up to 10 pounds (4.5 kg)				X
Up to 25 pounds (11.5 kg)				X
Up to 50 pounds (23 kg)			X	
Up to 100 pounds (45 kg)		X		
Over 100 pounds (45 kg)		X		

Specific Vision Requirements Check all that apply

Ability	Required?
Close vision (Clear vision at 20 inches/ 50 centimetres)	Y
Distance vision (Clear vision at 20 feet/ 6 metres or more)	
Colour vision (ability to identify and distinguish colours)	Y
Peripheral vision (observing an area above, below, left or right while eyes are fixed on a given point)	
Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)	
Ability to focus (ability to adjust eyes to bring and object into sharp focus)	Y