

Autologic Job Description



autologic

Title: Diagnostic Sales Technician

Reports to: US Sales Manager

Based at: Atlanta, GA (Region)

Normal working hours: Monday – Friday 9:00 – 6:00

There will be a requirement at times to work outside of normal working hours in order to meet the demands of the customer and also the needs of the business.

The individual will be required to travel all over specified/assigned territory to meet clients, prospects and partners. Overnight stays may also be required.

Job summary:

The main purpose of this role is to generate and respond to sales leads, sell, deliver and install equipment where necessary and produce regular sales status reports. The individual will also be expected to maintain a high level of communication and standards with new and existing customers.

The Sales Technician also takes responsibility for the achievement of an annual revenue target allocated by geographical territory. The successful candidate will, through focused, targeted activity, provide the highest levels of customer service for existing Autologic customers so that we fully understand their requirements and intent.

Working closely with colleagues in Sales and Marketing, the candidate will also identify and engage potential new customers in their territory. They will then present the Autologic solution, qualify the opportunity and wherever possible, close a deal.

The Sales Technician is also obliged to provide timely, accurate management information back into the business in a prescribed format and at a set frequency.

You will be provided with all the necessary tools to manage the day-to-day requirements of the role such as a laptop, sales kits, branded clothing, etc.

Key responsibilities and accountabilities:

- Achieve and exceed all targets based on annual budgets set by the business.
- Undertake lead generation and follow up research through cold calling methods, sector mining and relationship management.
- Keep in contact with existing customers to generate further sales.
- Visit customers to demonstrate the product, sell and install it.
- Provide regular reporting to US Sales Manager.
- Assist with administration of customer sales.
- Execute on-site demonstrations and installations to existing and prospective clients.
- Ability to demonstrate experience closing business and completing deals
- Provide excellent customer service and after-sales support.
- To adhere to company policies and procedures, quality standards and Health and Safety practices.
- Identify opportunities for continuous improvement.
- Adopt a professional manner at all times with colleagues and customers.
- Any other duties required in order to support the needs of the business.

Specific job skills:

- Ambitious, driven and hard working.
- Honest and direct, yet respectful at all times.
- Curious, challenging and able to work on own initiative.
- Motivated to hit targets and continuously improve
- Strong sense of teamwork and collaboration
- Able to demonstrate or provide evidence of experience working with automotive diagnostics in a reputable workshop or main leader.
- Experience in a commercial, customer facing role. Sales experience preferred.
- Knowledge of CRM software and Microsoft Office Suite (Salesforce a plus
- First class planning and organisational skills. An understanding of sales process is also desirable, including: territory planning, account management, qualification, forecasting and reporting.
- Excellent interpersonal and communication skills including areas such as listening, questioning, negotiation and problem resolution.

Computer skills:

- Knowledge and experience with CRM Systems
- Knowledge of Salesforce preferred
- Intermediate knowledge of all MS Windows operating systems.