

**POSITION DESCRIPTION****Clearfield, Inc.**

**POSITION TITLE:** Business Development Manager  
Clearfield Inside Sales – Minnesota Corporate Office

**POSITION OBJECTIVE:**

Creates and promotes value customers and customer satisfaction through business to business sales.  
Achieves assigned goals for business growth.

**POSITION RESPONSIBILITIES:**

1. Conducts lead generation activity with limited assistance from Clearfield team members.
  - a. Conducts business development contacts targeting independent telephone service providers, MSOs, utilities and private label opportunities associated with original equipment manufacturers.
  - b. Identifies potential opportunities and the core personnel/decision makers, researching new opportunities and prospects using the internet and telephone, and by mining appropriate data bases.
  - c. Books and confirms meeting appointments with qualified leads.
  - d. Identifies short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action;
2. Builds long-term relationship with customers throughout the pre and post order sales cycle.
  - a. Identifies current and future customer requirements by establishing personal rapport with potential and actual customers and other persons in a position to understand component requirements.
  - b. Provides product, technical and engineering information by answering questions and requests.
  - c. Gathers information and resources necessary to fulfill request for quote.
  - d. Provide technical knowledge on the range of company products via personal contact and literature.
  - e. Maintains all customer database information through CRM with accurate notes of all call activity.
  - f. Contributes to team effort by accomplishing related results as needed.
3. Understands Clearfield's markets and the products that fit within them by each account type. Maintains professional and technical knowledge by learning about customer's business, reviewing professional publications; establishing personal networks; participating in field installations and other opportunities that become available.
4. Performs other duties as apparent or assigned.

**COMPETENCY ASSESSMENT:**

- Incumbent demonstrates product knowledge by ability to develop solution suggestions that respond to customer needs.
- Incumbent demonstrates sales skills that uncover opportunities, that respond to customer questions and overcomes objections to close the sale.
- Incumbent collaborates cross-functionally to obtain/share project information to fulfill sales activity throughout the sales cycle.
- Incumbent consistently documents sales cycle activity through timely use of CRM.

**POSITION REQUIREMENTS:**

- Inside/Outbound telephone sales experience,
- Telecom product knowledge, industry related technical knowledge and experience.
- Strong verbal and written communication skills
- Strong analytical abilities, requirements analysis, multi-tasking in an interrupt driven setting  
Post-high school technical knowledge or education is preferred
- Previous inside sales experience preferred.

April 2019