

POSITION DESCRIPTION**CLEARFIELD, INC.****POSITION TITLE: Inside Sales/Business Development Manager****POSITION OBJECTIVE:**

Develops, leads, and coaches inside sales professionals to maximize the effectiveness of lead generation, lead qualification, and the coordination of activity with the outside (field) sales organization to ensure the successful achievement of sales team and overall sales growth.

POSITION RESPONSIBILITIES:

1. Manages the day to day activity of the Inside Sales and Business Development staff.
 - a. Recruit, hire, train and develop the skill of assigned staff
 - b. Prepare quarterly and annual sales forecasts.
 - b. Set, measure, and report on performance against weekly, monthly, quarterly and annual targets.
 - c. Inspire a sense of immediacy, persistence and motivate staff to develop courteous, responsive, and professional customer service, high market awareness, and drive to meet sales goals.
 - d. Research and leverage a variety of technologies, such as CRM, computer telephony integration systems (CTI), web conferencing and social media to promote revenue growth
 - e. Conducts regularly scheduled sales meetings, sets monthly goals, and runs periodic sales contests.
 - f. Recommend changes in technology and procedures that improve service quality.

2. Manage the design and implementation of new demand generations programs in alignment with client marketing and sales goals
 - a. Track and report metrics and performance against established standards
 - b. Introduce best practices in script testing/calling cycles and up selling
 - c. Monitor call performance and proactively address opportunities/issues on a continual basis.
 - d. List and lead management, enforcing maximum penetration and efficiency.
 - e. Implement methods to manage account activities associated with outbound projects to assure processes, procedures and client commitments are being followed and achieved.

3. Serve as the department interface with Product Management, Engineering, Purchasing and Manufacturing to ensure timely attention to SARs, delivery of BOMs, part numbers and finished goods in an on-time delivery method.

4. Serve as a working manager, with responsibility to back-up internal staff, take phone calls and respond to customer inquiries on an as-needed basis.

POSITION REQUIREMENTS:

- 3+ years of proven inside sales management experience
- Experience in telecommunications, data center, and cabling management market
- Technical training and work experience preferred.
- Strong analytical, written and oral communication skills, with a goal-oriented focus
- A bachelor's degree in a Sales or Business related field is preferred

June 2018