

<b>Position Title:</b>	<b><i>Inside Sales Representative</i></b>	<b>Department &amp; Cost Center:</b>	Inside Sales
<b>FLSA Status:</b>	Non-Exempt OR <b>Exempt</b> (Circle One)	<b>Supervisor:</b>	Inside Sales Manager
<b>Grade Level: (HR Use Only)</b>		<b>Date Approved by HR:</b>	

**Position Overview:**

Assist in the achievement, and act in support of, the sales of Laerdal products and solutions into the approved markets in support of assigned company goals and quotas.

**Essential Duties and Responsibilities:**

**Sales**

- Drive sales of all Laerdal products, by developing, identifying, and securing all relevant direct sale opportunities.
- Serve as internal sales support for pre-defined territory locations to achieve or exceed assigned sales quotas and goals.
- Generate market interest and close sales by executing Product and Segment Marketing activities such as: projects, surveys, campaigns, teaching, site visits and or promotions.
- On-site product demonstrations and lab tour for visiting customers as required by management
- Actively solicit for all Laerdal product opportunities, referring leads as appropriate.
- Partner effectively with the Field Sales Team to drive territory coverage and maintain positive distributor relationships.

**Cross Functional**

- Provide quality service to Laerdal’s internal and external customers in all assigned tasks, while upholding Laerdal Values at all times.
- Work closely with the internal team members and external Sales and Service teams to insure high customer satisfaction.
- Provide support as required to the Inside Sales Manager and Sales Operations Manager
- Work closely with Distributor Administration, Customer Service, Contracts and other teams as required or requested.
- Assist Inside Sales and Field Sales with quotes

**Functional**

- Travel in support of sales or training meetings, customer site visits, and/or trade shows.
- Cover voicemail and email for Inside sales staff while members are on vacation or unable to access their mailbox.
- Manipulate and manage spreadsheets.
- Effectively utilize Siebel, MFG/Pro and Data Warehouse as trained by internal instruction:
  - Actively review Data Warehouse Territory Reporting for Invoiced Sales, Open orders and Siebel Opportunities
  - Manage sales funnel development by entering and update all customer Opportunities and Leads in Siebel.

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.



- Enter Activities associated to specific campaigns in Siebel as assigned by management.
- Create Activities for other departments in Siebel as assigned by management
- Enter and maintain telephone contact with external field sales reps and direct customers as required or requested,
- Probe and record via campaign using Siebel for new business or sales opportunities.

**Responsibility and Decision Making Authority:**

Act independently; decision making within Company policy

**Management/Supervisory Responsibilities:**

N/A

**Qualifications/Competencies/Position Requirements:**

*Knowledge, Skills, and Abilities:*

- Sales skills to include demonstrated closing skills. Prior attendance at formal sales training courses considered a strong plus.
- Organizational skills for proper territory planning/management
- Demonstrated record of achievement in prior sales related position preferred. Creativity a plus.
- Excellent verbal, written and telephone skills supported by strong interpersonal skills and ability to work within a team structure.
- Ability to learn and retain product specific information as it pertains to the position.
- Knowledge of anatomy and physiology of cardiovascular system a plus.
- Computer literacy required; knowledge of Siebel and MFG/Pro considered a plus.
- Ability to manipulate and manage spreadsheets.
- Demonstrate an aptitude of selling products that are software driven

**Education and Experience:**

Desired - four year business or life sciences degree.

Required - associate degree with three years related sales/telemarketing experience.

*Licensing and Certification:*

CPR certification (or trained in first six months of employment).

LVN, RN, EMT preferred and desirable.

**Working Hours:**

Must be flexible and have ability to work hours as dictated by assigned regional geography and may vary. Occasional evening and weekend work depending on business or customer requirements.

**Working Environment:**

Work usually performed in an office setting. Travel in support of sales or training meetings, customer site visits, and/or tradeshows as required or requested.

**Tools and Equipment Used:**

Personal computer, copier, fax, phone, and other typical office equipment

**Travel:**

Able to travel to customers/team sites as required

**Physical Demands:** Ability to lift and carry 50 pounds on a regular basis (demonstration samples).

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