



Inside Sales Trainee:

The primary responsibility of this position is to qualify and fulfill lead inquiries and to maintain and manage the database of leads.

Minimum Qualification Requirements:

Computer/PC skills. MS office: Word, Excel, PowerPoint

Minimum Training Requirements:

Baseline: BKN101 or equivalent experience.

The Inside Sales Trainee has the authority and is responsible for, but not limited to:

1. Enter lead information (advertising, call-in leads from Customer Service, trade shows, etc.) on a daily basis. Insure that leads have complete information.
2. Research and enter SIC codes.
3. Merge trade show databases and publication purchasing surveys into database.
4. Perform initial qualification of lead with customer to determine need, level or urgency, general application, etc. Prepare lead response sheets in a format approved by Sales and forward qualified leads to sales representative on a scheduled basis via e-mail, fax or phone (hot) as required.
5. Generate a listing of outstanding call prospects for the Director of Sales after a pre-determined period of time ("not interested now", "call me in three months") or for specific product opportunities.
6. Monitor disposition of leads given to sales people to ensure that actions are being taken.
7. Complete lead information entries with follow-up information from sales when necessary.
8. Match new sales and new customers to leads and enter information into database.
9. Extract information from database for direct mailings, new product opportunities, or direct sales.
10. Monitor lead response from magazines and trade shows.
11. Prepare lead reports as required.
12. Maintain an application matrix for products and applications from historical as well as current information.
13. Conduct telephone surveys with past or present Buckhorn customers in an effort to track Customer Satisfaction.
14. Other duties as may be assigned.

Interested parties should send a copy of their resume along with cover letter to:

Dean Pol
Director of Human Resources
Myers Lawn and Garden Group
15200 Madison Road
Middlefield, Ohio 44062

