



## Manager – Inside Sales

### Job Summary

The Manager - Inside Sales is tasked with aggressively finding, qualifying and closing new sales. Working directly alongside the national Business Development team and other key team members, the successful candidate will convert leads to booked sales through rigorous telephone, email, and social-media driven marketing campaigns. The selected candidate will be joining a fast-paced, market leader, and will have wide latitude to develop a winning strategy and utilize their brand of their inside sales to succeed.

### Responsibilities

Working directly for the President and interfacing with other key functional areas of the Company, the Manager – Inside Sales will provide exceptional performance around the following areas:

#### Business Development & Sales Execution

- Organize a formalized business development pipeline to ensure accurate capture, follow-up, and aggressive closure of all selling opportunities
- Maximize utilization of Salesforce.com and ZenDesk
- Work with marketing to capture, organize, and act upon sales opportunities generated by press releases, website launches and related marketing elements and maximize market presence and sales growth over time
- Work jointly with Business Development and Marketing resources to ensure fresh public relations content across all platforms
- Ensure industry messaging is consistent with the broader Company value-proposition and strategic messaging

### Key Performance Indicators

The first year's success will be measured by the achievement of the following goals:

- Development of a formalized and integrated Inside Sales strategy inclusive of direct mail, telephone, and social media elements
- Development of an ongoing, active and qualified pipeline of opportunity leads valued at ~\$20.0m in implied annual revenue (hardware + monthly recurring revenue)
- Closure of \$1.5-2.0m USD in annualized revenue (hardware + monthly recurring revenue)
- Pipeline and Lead Generation integration with the CRM (Salesforce) platform

### Skills, Knowledge and Experience

- Minimum 5 years' experience in B2B sales, with inside and outside experience preferred
- Minimum 3 years' experience in a sales leadership role
- Attend professional sales training and familiar with popular inside sales strategies
- Demonstrable success developing and executing an inside sales strategy
- Cold chain transportation, logistics, distribution experience highly desired
- Demonstrated ability to master details related to customer's businesses and needs
- Ability to participate as a team member, team leader and facilitate team meetings
- Excellent planning, time management, collaboration, organization and presentation skills
- Proficiency with Microsoft Office, CRM, & major social networks: Facebook, LinkedIn, Pinterest, Instagram, Twitter, YouTube, Salesforce.com

### Leadership Competencies

- Takes personal pride of ownership of all areas of responsibility
- Driven, entrepreneurial and a lead by example mind-set
- Maintain a positive culture of purpose and accountability to daily activity and results
- Breaks down problems skillfully and in various ways to insure "no stone is left unturned."
- Leads by example and operates with the highest ethical standards and values
- Mobilizes resources, management teams, and organizations around a clear vision/plan to delivery/over-delivery of expectations
- Is comfortable with challenging and being challenged, able to communicate arguments and assertions clearly & directly, while remaining constructive and team-oriented

### Education and Certifications

Bachelor's Degree in business or related major.

### Compensation

We seek an individual of exceptional ability and will offer a competitive compensation package commensurate with candidate's individual skills and experience.

### Reporting Relationship

The Vice President of Business Development will report to the President of Cooltrax, North America.

### Location

Major transportation hub including but not limited to; Atlanta, Chicago, Charlotte, Boston, New York, New Jersey and Pennsylvania.

### About Cooltrax

Cooltrax is an industry leading technology company, its services enable industries across the cold chain to become more valuable to their customers by providing leading-edge technology to capture, monitor and report real-time temperatures in trailers, storage, in-store and at the product level. The Company serves transportation, warehouses and retail customers with a wide variety of products and services.

The challenges of transporting refrigerated freight are significant. Dynamic factors such as driver behavior, trailer condition, distance to travel, and external ambient weather conditions can cause problems for products as they are transported. Transportation and fleet managers can use the Cooltrax monitoring solutions to improve operational performance through enhanced reefer management and gives them the power to react on a proactive basis to save temperature sensitive loads.

As product moves throughout the cold chain, inevitably they will pass through a cold storage facility, large amounts of product are often at risk. Cooltrax provides temperature monitoring and management to ensure correct temperatures are maintained. Dynamic alerts or active monitoring via Cooltrax's web dashboard give customers advance warning allowing time to take corrective action. Historical data can be utilized to optimize facility efficiency and costs which could translates into substantial cost savings.

For retailers, ensuring that the product will have the maximum shelf life is extremely important. There are many dynamic variables that can adversely impact the product. Cooltrax actively provides temperature monitoring over a wireless network to ensure temperatures are within acceptable tolerances and create alerts when certain unfavorable conditions exist. The Cooltrax solution provides temperature data which can lead to shelf life maximization, better purchasing decisions and prevent spoiling.

Cooltrax customers reap significant benefits including gainer greater business intelligence, increased product and food safety, waste reduction, increased employee productivity and better asset utilization.

For more information, visit [www.cooltrax.com](http://www.cooltrax.com).