

## JOB DESCRIPTION

### SALES ASSOCIATE

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#### **Position**

Reporting functionally to the Director of Sales, the Sales Associate is responsible for positioning and selling company products to current and potential customers across the assigned territory. As an integral part of the sales team, the Sales Associate plays an important role in prospecting, qualifying and closing sales opportunities. The position includes participation in cross-functional teams for product development, marketing, and commercial initiatives.

#### **Responsibilities**

- Execute on company strategies to obtain new customers and maintain/grow existing customer accounts in order to meet and exceed revenue goals
- Make outbound contact via phone/email/visit to existing and prospective customers to identify sales opportunities
- Move opportunities through the sales funnel and bring them to a successful close
- Generate qualified sales leads and guide customers to products that best meet their needs
- Create quotes and supporting documents to advance sales opportunities
- Track and report on all activities – including Salesforce.com and others as required
- Improve lead generation activities through continuous review and refinement of methodologies
- Increase market awareness, knowledge and interest via outreach and education initiatives
- Assist with business planning for achievement and support of sales targets
- Develop strong market/competitive knowledge and feedback to organization
- Enhance customer relationships via consultation, education, and support to ensure satisfaction
- Travel for sales calls, conferences, seminars, symposia, as required to achieve company goals
- Work with Tech Support and Application Specialist teams to support customer activities and improve experience

#### **Candidate Profile**

- Minimum B.S. in a relevant biology, chemistry, or engineering discipline
- Working knowledge of cell biology research and development required; research experience with reagents and instrumentation for cell line engineering, genomics, single-cell biology is a plus
- Minimum 2+ years direct sales experience in products for life science; experience with life science research reagents and instrumentation preferred. Proven track record of exceeding goals.
- Experience with social media marketing is a plus
- High degree of adaptability, independence, and emotional intelligence required
- Demonstrated ability to quickly grasp and master technical concepts and articulate them well to others
- Organized and able to balance multiple projects and prioritize appropriately
- Outstanding relationship building and interpersonal skills
- Experience with CRM software platforms preferred
- Willingness to work in entrepreneurial, small-company, team environment
- Demonstrated writing and oral communication skills required
- Proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Ability and willingness to travel (at times >60%) required.
- Must be able to work in the U.S.

Interested candidates should send a resume and brief statement of interest to [info@cellmicrosystems.com](mailto:info@cellmicrosystems.com).

*Cell Microsystems is an early growth stage company located in Research Triangle Park, NC that develops, manufactures, and markets innovative products for single cell biology research.*