

JOB DESCRIPTION

SENIOR SALES MANAGER

Position

Reporting functionally to the Director of Sales, the Senior Sales Manager 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 Senior Sales Manager plays the major role in prospecting, qualifying and closing sales opportunities. The position includes participation in cross-functional teams for product development, marketing, and commercial initiatives. Two positions are available – East and West coast locations.

Responsibilities

- Execute on strategies to obtain new customers and maintain/grow existing customer accounts in order to meet and exceed revenue goals
- Outreach via phone/email/visit to existing and prospective customers to identify sales opportunities
- Generate qualified sales leads and guide customers to products that best meet their needs
- Improve lead generation activities through continuous review and refinement of methodologies
- Create quotes and supporting documents to advance sales opportunities
- Manage sales process to move prospects through funnel and independently win opportunities
- Track and report on sales opportunity activities – including via Salesforce.com. Forecasting accuracy required.
- Call on various roles within an account; includes roles from grad students to C-level
- Increase market awareness, knowledge and interest
- Develop territory business plan and implement to achieve sales targets and review progress
- Feedback market/competitive knowledge to organization
- Enhance customer relationships via consultation, education, and support to ensure satisfaction
- Travel for sales calls, conferences, seminars, symposia, as required to achieve territory and company goals
- Work with Tech Support and Application Specialists to support customer activities and improve experience
- Work with Commercial team for collaboration on market strategy, initiatives, and business processes

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 CRISPR gene editing, genomics, single-cell biology, cell imaging, cell sorting, is a plus
- Minimum >5 years direct sales experience in products for life science; experience with life science research reagents and instrumentation preferred. Proven track record.
- Experience with social media marketing is a plus
- Industry expert with in-depth market knowledge and existing network of customer relationships
- High degree of leadership, 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 Salesforce.com or similar CRM 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)
- Travel expected >60%. Located close to major airport
- Must be able to work in the U.S.

Interested candidates should send a resume and brief statement of interest to 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.