



POSITION DESCRIPTION

Title: Inside Aftermarket Sales
Reports to: Inside Sales Manager
Reports: This position currently has no direct reports
Incumbent: This is a new position

SCOPE:

Directly responsible for proactively driving profitable revenue growth within existing and new Loma Systems accounts. Actively establishes and develops multiple relationships within accounts, positioning Loma Systems to acquire all sales revenue opportunities available while securing the business long term. Manages all Aftermarket related activities including qualifying opportunities, generating and processing quotations, negotiating to secure the sale, forecasting, cold calling, written monthly updates, assisting in gathering market data and customer input to support current and future Aftermarket programs.

ESSENTIAL DUTIES AND CORE RESPONSIBILITIES include the following.

- Follow-up on recently purchased machines, specifically orders in which the customer did not purchase Aftermarket programs; Service Agreement or Spare Parts Kits.
- Follow-up on recently conducted service calls to encourage customers to invest in Aftermarket Programs; Spares Kits and Service Agreements.
- For repairs that require replacement, contact the customer and quote a new machine (revenue is to be applied to Spares).
- Cold call on customer accounts (ISE) to advise customers of Aftermarket programs, encourage sales.
- Generate proposals as needed for items/programs requested.
- Maintain the Service Agreement program, renewal proposals and generation of new agreement holders.
- Follow-up on outstanding proposals and maintain the proposal database.
- Identify possible promotions and complete the work necessary to 'run' the promotions.
- Follow-up and maintain Pre-paid start-up backlog.
- Follow-up on recently expired warrantees (equipment) and advice customer of Aftermarket programs, encourage sales.
- Provide a quarterly report which reviews key account activity to analyze gains and or losses within product groups, customers and market segments. This information will be presented to the Management Team each quarter.

EDUCATION:

Bachelor's degree or equivalent qualifying experience in Sales, Marketing, Market development, Account Management or similar discipline.

EXPERIENCE:

- Minimum 3-5 years Marketing experience is a requirement.
- Successful customer-facing experience in sales and marketing situations is a requirement.
- Prior experience in the on-line inspection system industry and/or the broader food packaging equipment industry is generally considered to be an asset.

LANGUAGE SKILLS:

Ability To read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to writer routine reports and correspondence. Strong communications, analytical and computer skills are a requirement. Ability to speak effectively before groups of customers or employees of an organization.

MATHEMATICAL SKILLS:

Ability to calculate figures and amount such as discounts, commissions, and percentages,

REASONING ABILITY

Ability to define problems, collect and perform analysis of data, establish facts, and draw valid conclusions.

Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form.

Ability to solve practical problems and deal with a variety of variables.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to use hands and finger to handle or feel products. This individual will also spend a significant amount of time talking to customers both face-to-face and via telephone. This position requires occasional walking and standing. Specific vision abilities required by this job include close vision, and color vision. May occasionally be required to lift up to 50 lbs. with assistance.

OTHER SKILLS

- Ability to “close” over the phone.
- Projects a positive attitude with customers and co-workers
- Possesses perseverance to continue after being rejected
- Time management and organizational skills.
- Ability to multitask.

LOMA SYSTEMS

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