

Tiger Cool Express Job Description: Inside Sales Representative

Summary:

The Business Development Rep will be responsible for driving new business by developing leads, qualifying prospects, helping to drive the Sales pipeline, and setting face-to-face meetings for the Sales team. The ideal leads will be customers, beneficial contract owners, 3PL's, Shippers and Consignees who ship temperature control commodities in full container or trailer quantities.

Overview:

Tiger Cool Express is a temperature control intermodal transportation provider. The Business Development Rep is responsible for prospecting and identifying new customers, following up on sales leads, and representing the company to potential new business. Using a prescribed selling system, this individual will develop target customer lists with the guidance of the Chief Commercial Officer to generate telemarketing cold calls. It is essential that the Business Development Rep works closely with the Sales Team, Marketing, and the Senior Leadership Team to target the most ideal customer prospects for the business.

We are looking for an energetic individual who is assertive, direct, results-oriented, and who enjoys success in achieving specific goals in an effective and efficient manner.

Job Duties:

- ✓ Generate potential target customer lists for telemarketing cold calls
- ✓ Achieve monthly goals of qualified leads to pass on to the sales team
- ✓ Provide detailed, timely, accurate and consistent updates to the Sales person upon handoff of a lead
- ✓ Set up face-to-face customer meetings for the Sales team
- ✓ Attend customer meetings and presentations when needed
- ✓ Onboard and book loads for new customers before handing them off to Sales
- ✓ Report leads, activities, and sales tracking via the company's CRM tool
- ✓ Participate in the weekly sales meetings and provide updates on lead generation and pipeline activity
- ✓ Respond to all marketing and sales lead inquiries in a timely manner
- ✓ Understand and promote the Tiger Cool Express value proposition and effectively prospect and sell within it
- ✓ Participate in Sandler Sales Training

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Job Skills:

- ✓ Proven experience in telemarketing, cold calling, lead generation, and achieving set goals
- ✓ Self-starter with outstanding organizational and communication skills
- ✓ Ability to work with people of all levels and across all departments
- ✓ Ability to manage negative responses and has the determination to find solutions efficiently
- ✓ Ability to identify customer needs quickly and effectively
- ✓ Proven experience in managing a customer pipeline in a CRM system
- ✓ Experience in utilizing external lists and media platforms such as LinkedIn to target prospects
- ✓ Computer skills include proficiency in Microsoft Office business software including Excel, Word, PowerPoint, Outlook, SharePoint

Job Requirements:

- ✓ Bachelor's degree preferred
- ✓ Experience with transportation, railroad, truckload and intermodal operations is ideal
- ✓ Temperature control experience or knowledge desired but not required.
- ✓ Excellent oral and written communications and problem-solving skills
- ✓ Ability to identify alternate solutions/decisions while considering factors such as cost, customer expectations and company needs
- ✓ Ability to participate in the safe transportation of foodstuffs and perishable commodities at the highest standard of care