



COMPANY: PROLIFT INDUSTRIAL EQUIPMENT, Indianapolis, IN

TITLE: Business Development Specialist

DEPT: Sales

EDUCATIONAL/JOB REQUIREMENTS: Degree in an area of business management, administration, marketing etc. preferred. Valid driver's license and acceptable driving record required. 3-years previous sales experience in industrial sales preferred.

JOB PURPOSE: Prospect for material handling opportunities in Central Indiana. The position would require a high number of sales calls each day, both by phone and in the field. Listen and respond with potential solutions to prospect needs and requests. Market ProLift as a business partner to the prospect, including ProLift's values and culture. Create leads for experienced sales professionals, schedule appointments, and attend those appointments as needed. Develop a market plan, including what companies to call on, call frequency, and call strategy. Exceed all annual sales goals and expectations.

SALES

- Develop annual business plans and goals.
- Discover opportunities that allow established sales staff sell new and used equipment, grow parts, service and rental sales and expand the customer base.
- Work effectively with existing sales staff.
- Utilize CRM system to manage territory by developing itineraries and call reports, managing prospecting and other call activity and maintaining the database.
- Utilize available technology to be a more effective.
- Ensure professional development by participating in product training, sales training, and other personal development programs. Be open to coaching by the sales manager.

MINIMUM KNOWLEDGE AND SKILLS

- Job requires a high energy, self-motivated, organized, likeable, person who is not afraid of making numerous cold calls.
- Good managerial and administrative skills
- Good communication skills
- Computer skills
- Phone work and travel within Central Indiana required

Business Development Specialist is a new position. The professional must have ability to help identify and develop responsibilities that lead to successfully creating sales opportunities. The position offers excellent experience and growth potential with a Toyota-owned company that is an industry leader.

Available benefits: medical, dental, life, disability, vacation, paid holidays, bereavement/jury duty leave, personal days, 401k, credit union, direct deposit, service awards.

Anyone interested in applying for this position should contact Maureen Giffin, Human Resources Manager, ProLift Industrial Equipment Company. P.O. Box 99607, Louisville, KY 40269. Phone (502) 267-2565 extension 160. Fax (502) 267-2576.