



RULMECA CORPORATION

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Inside Sales Specialist Job Description

- Promote Rulmecca motorized pulley products by responding to requests from OEM, Distributors, End Users and Manufacturer's Representatives; (quote production, order entry)
- Perform Application Engineering
- Administer RMA/Service Program
- Develop RMA Reports
- Communicate with RMA customers to ensure effective, efficient service of repairs
- Assist Director of Sales and Regional Manager in executing sales strategies
- Build a strong working partnership with distributor network, OEM customers, and independent sales representatives to translate end market needs into actionable items
- Review Customer Drawings
- Assist in identifying and prioritizing product opportunities in both top line growth and profitability improvement
- Assist in development of explicit, actionable strategies/lifecycle plans
- Assist Director of Sales to ensure our teams (internal and external) have the training and tools to provide the best in class support to our customers
- Assist the Director of Sales with the definition and execution of product strategy
- Assist with the creation and compilation of industry- and user-focused advertising/marketing materials, (training schools, webinars, video, etc.)
- Assist with new product introduction activities including coordinating spec information, product uploads, and training
- Identify key market segments and opportunities for additional sales and market share gain
- Assist with annual pricing strategy through understanding of market acceptance and competitive landscape
- Support sales and operations planning through accurate forecasting based on organic, incremental, and related growth
- Support product development activities through marketing scopes, costing, price positioning, channels of distribution, and go to market strategy
- Present Product to Customer and Sales Channels on a Regular Basis
- Act as Product Expert for Distribution/Sales Channels
- Visit Customers and assist with Trade Show Staffing as needed