

Inside Sales Representative

Custom Coating Innovations

Position Summary

Custom Coating Innovations is seeking a motivated Inside Sales Representative to support business growth and customer engagement. This role will manage inbound inquiries, prepare quotations, support the Sales Manager, conduct outbound prospecting activities, and represent the company at trade shows and industry events.

Key Responsibilities

- Respond promptly to inbound customer inquiries via phone, email, and website channels.
- Prepare accurate and timely quotations and follow up on open opportunities.
- Support the Sales Manager with lead tracking, account management, reporting, and sales activities.
- Conduct outbound sales calls to generate new opportunities and strengthen existing customer relationships.
- Maintain customer and prospect information within CRM and sales tracking systems.
- Coordinate with operations and production teams to ensure customer expectations are met.
- Attend trade shows, industry conferences, and customer events as a company representative.
- Assist with marketing campaigns, lead generation efforts, and trade show follow-up activities.
- Provide exceptional customer service and serve as a primary point of contact for customers.
- Achieve individual and team sales objectives and key performance metrics.

Qualifications

Bachelor degree preferred or equivalent sales experience. 2+ years of inside sales, customer service, business development, or related experience preferred. Strong communication, organization, and follow-up skills. Proficiency with Microsoft Office and CRM systems. Ability to travel occasionally for trade shows and customer visits.

Preferred Attributes

Self-motivated, detail-oriented, customer-focused, professional presence, ability to manage multiple priorities, and interest in industrial coatings, manufacturing, or technical products.

Reporting Relationship

Reports directly to the Sales Manager.