



Sales Support Specialist

Position: Sales Support Specialist

Reports Directly To: Chief Revenue Officer

Reports Indirectly To: Client Success Officer

Location: Remote Employee or Rockland, ME

FLSA Status: Hourly

Summary:

The Sales Support position is tasked with a variety of inbound and outbound related sales activities supporting our sales, both direct and with reseller partners. The Sales Support Specialist will be working with and coaching media partner teams to assist them in successfully selling digital marketing services to their local customer base. This includes providing research and support to sales team, preparing proposals, identifying customer needs and setting correct expectations surrounding our products. This person is an Ambassador for the company, promoting Dream Local to the local and national community. Therefore, conduct must be professional at all times.

Responsibilities:

- Responsible for identifying solutions for potential customers and effectively communicating those to sales team.
- Fielding questions from sales team on pricing, expectations, and next steps in a timely manner.
- Assists in overcoming objections and offers ongoing coaching to sales teams
- Following up regarding status of proposals and providing updates on prospects to management.
- Ability to efficiently offer ongoing coaching and skills building to sales teams
- Supporting Manager of Media Partners and Business Development Managers with admin duties.
- Understands all product and service offerings and demonstrates technical marketing and sales skills of Dream Local Digital products and platforms.
- Digital marketing knowledge, specifically the use of social media sites, search engines, and web sites.
- Managing all incoming flow of RFPs from both direct and partner sales channels, then creating RFP's and proposals for sales team following specified workflow and updating Salesforce.

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- Manages customer touch points in Salesforce and is proactive upon SD and CSO direction to send out emails and notes mid-cycle and on a frequent basis.
- Researching solutions to automate sales processes for scalability.
- Coordinating meetings, scheduling sales calls, maintaining and updating Salesforce and contacts as needed.
- Conducting personal sales needs analysis and follow sales process for assigned leads, escalating to other reps where needed.
- Working with fellow team members to acquire new clients, as well as increase sales to existing clientele both direct and indirect (reseller partners.)
- Update internal sales documents as needed.
- Ensure that all sales team members are updating their data in SalesForce and running reports for Sales Director each week on activity and progress.
- Monitoring all KPIs of the department (including activity, RFPs out, closing ratios), reporting to leadership on progress, and recommendations to increase performance.
- Other duties may be assigned by the Sales Manager and/or Client Success Officer at any time.

Qualifications and Skills:

- To perform this job successfully you may be required to travel to career fairs and other recruitment or sales opportunities.
- Excels in Time Management, ability to multi-task, prioritize tasks and communicate effectively both internally and externally about progress on projects.
- Excels in customer service - recognizing that partner and internal sales teams are customers as well as end clients.
- Thorough understanding of grassroots marketing, audience targeting and brand identity.
- Energetic and driven individual hungry for knowledge and excited to learn and share findings.
- Quick learner, action oriented, & solution oriented.
- Able to multi-task and perform projects under deadlines.
- Self-motivated and able to make decisions independently yet be a team player.
- Strong experience in social media, search engine marketing, and email marketing.
- Business experience and ability to be perceived as a strategic business partner.
- Strong interpersonal and communication skills, maturity and good judgment.

Requirements:

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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Education and/or Experience:

Degree in an appropriate discipline preferred
Experience in sales and/or Social media preferred

Supervisory Responsibilities: N/A

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Dream Local Digital is an Equal Opportunity Employer. Receipt of this job description does not constitute a promise or guarantee employment.