

## **Sales Executive**

### **General Requirements:**

Must hold a 4 year degree and have experience in related field. Candidate must be self-motivated, self-directed, have excellent decision making skills, and have strong project management skills. Candidate must be able to identify sales opportunities, demonstrate products and services to existing/potential customers, and close sales effectively. Must hold valid driver's license with a record free from moving violations and have reliable transportation. Must hold current automobile insurance coverage.

### **Position Requirements:**

The Sales Executive is responsible for all aspects of the sales function within the designated regional sales territory. These duties include but are not limited to; lead qualification, demonstrations, proposal presentations and implementation functions. The Sales Executive will be responsible for maintaining expert knowledge of XLDent products and meeting sales goals.

### **Specific Requirements:**

- Sale of XLDent products and services to new and existing customers in the designated sales territory.
- Sale of PC Hardware, Tablet PC's, Peripheral Equipment, and other PC software as required.
- Responsible for keeping demo equipment in "like new" working order and physical appearance.
- Responsible for lead tracking and organization utilizing the CRM system.
- Responsible for proper utilization and fulfillment of documentation requirements in other software systems.
- Maintain expertise in product applications, services, computer hardware and associated technologies, competitor activities, and all other related products and services.
- Perform on-site and web presentations and demonstrations.
- Responsible for organizing and attending dental conventions and other related trade shows as assigned. This includes show registration, booth equipment and layout, and other tasks related to conventions.
- Responsible for client follow-up via phone and occasional PR visits to customer sites.
- Create and present written proposals/quotes for current and prospective customers.
- Accurate completion of contracts and supporting sales documents, including site preparation, needs assessment, and software/hardware placement forms.
- Responsible for meeting sales goals and quotas.
- Responsible for building customer loyalty and maintaining customer satisfaction through excellent customer service.

- Maintain relationship with Distributors.
- Overnight travel throughout the territory is required.
- Responsible for maintaining reasonable expenses, according to company guidelines.
- Other duties as assigned.