Populist
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making life better through quality partnering

Position Profile- Sales Specialist

Reports to: Director of Business Development

Skills and Competencies:

- Exceptional listening, verbal, and written communication skills.
- Analytical thinking, problem-solving, and sound decision-making.
- Self-motivated, adaptable, customer-focused, and results-driven.
- Strong attention to detail and commitment to follow through on all tasks.
- Excellent organizational and time management skills, able to handle diverse projects, tasks, and deadlines.
- Calm and composed under pressure, maintaining balance and persistence even in the face of repeated rejection.
- Skilled in managing schedules and maintaining detailed notes and documentation.
- Proficient with content management systems (CMS) and customer relationship management (CRM) tools such as HubSpot and Mailchimp.
- Knowledgeable in sales platforms, channels, and best practices across social, digital, email, and phone outreach.
- Collaborative team player, willing to partner with other departments as needed.
- Willingness to learn new skills and adapt to changing priorities and environments.
- Proficient in Microsoft Office Suite, Google Docs and Sheets, Adobe Acrobat Standard, Zoom, and Teams.

Common tasks include but are not limited to:

- Prospect, qualify, and nurture leads through calls, emails, research, and follow-up activities.
- Schedule appointments, present products and services, and support business development initiatives.
- Build and maintain customer relationships while identifying account growth opportunities.
- Manage CRM records, sales pipelines, customer data, and activity tracking.
- Support marketing campaigns, outreach efforts, and lead generation programs.
- Maintain accurate documentation, reporting, and administrative processes.
- Collaborate with internal teams to ensure effective customer support and sales execution.
- Identify and support ancillary sales opportunities, vendor relationships, and revenue growth initiatives.

Education, Certifications and/or Experience:

- Valid Driver’s License with an insurable driving record.
- 3+ years of sales experience.
- Bachelor’s Degree.

- Experience in phone/cold calling, with strong skills in engaging prospects and customers.
- Working knowledge of HubSpot CRM and related sales and marketing tools.

Work Environment:

Work can be performed on-site or remote, required travel to customer sites