



**Colordyne Technologies, LLC**  
**Job Description**

**Job Title:** Equipment Sales Representative  
**Department:** Sales and Marketing

**SUMMARY**

The primary responsibilities of the Equipment Sales Representative will be to sell Colordyne's range of high-speed inkjet printers to prospects in our target markets. The usual process is to follow-up on leads generated via our extensive marketing efforts, qualifying those leads and then managing the sales process through to completion.

Additionally, the Equipment Sales Representative will be responsible for managing their sales opportunities using sound selling and organizational disciplines, as well as our CRM and sales support tools.

**ORGANIZATIONAL RELATIONSHIPS**

Position reports to the Vice President Sales for Colordyne Technologies, LLC. The Equipment Sales Representative is responsible for daily customer/prospect contact to qualify and move sales opportunities forward. Interacts with and provides required support to other members of the sales, marketing and applications support teams. Communicates with all Colordyne Technologies managers regarding specific project requirements, as well as market and competitive activity and developments.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Qualify prospects and secure equipment sales from assigned leads and accounts.

Manage pipeline of leads and opportunities assigned to the Equipment Sales Representative.

Develop identified opportunities through the sales process.

Contribute and communicate feedback on customer needs and expectations to marketing, product management, technical and applications support, and sales management.

Recognize and protect the company's proprietary and confidential information, as well as confidential information received from resellers, business partners, and end-users about their processes, business, prices, products and technologies.



## **SUPERVISORY RESPONSIBILITIES**

None.

## **PERFORMANCE STANDARDS**

Due to the time sensitive nature of the tasks, the candidate must exhibit the ability to complete all desired functions in the allotted time.

## **TRAVEL**

May require up to 40% travel for trade show attendance and sales calls.

## **EDUCATION AND EXPERIENCE**

Bachelor's degree in Engineering, Sales, Business Administration or Marketing from an accredited university. Master's degree is a plus. Two to five years of sales experience in a business-to-business environment. Experience in the printing, packaging or labeling industries is preferred. Capital equipment sales experience is a plus. Must have experience working with CRM and Microsoft Office products. Spanish and/or Portuguese language skills are a bonus.

## **REASONING ABILITY**

Effective problem-solving skills. Ability to deal with problems involving several concrete variables in standard and new situations. Ability to function independently to solve problems and provide creative solutions through initiative, technical abilities, and drive. Must function well in a team atmosphere, be a goal-oriented, success driven self-starter.

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand, walk, and sit. The employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms. The employee may occasionally be required to lift and/or move up to 35 pounds. Periods of prolonged sitting, while performing job duties, are common.

## **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.

The noise level in the work environment is usually low (an office environment).