

SALES EXECUTIVE

At Boulder Creek Technologies we specialize in rapid product development and prototyping. Our specialties include mechanical, electrical, systems, and software engineering. With a wide-ranging portfolio of projects in botanical processing equipment and manufacturing, we value creativity, passion, and intelligence. Our work culture encourages these traits in a fast paced, highly collaborative professional environment.

ABOUT YOU

You are passionate about what you do, willing to step up to challenges and humble enough to ask for help when you need it. You are excited to learn new technologies and techniques and continually grow and improve as a Sales Executive. You are an assertive, passionate, action-oriented, independent individual who can cultivate customer relationships to deliver the highest quality service while ensuring sales goals and objectives are achieved. You bring at least 5 years of related experience to this role and are eager to continue to advance your career.

ROLE SUMMARY

The Sales Executive is responsible for managing customer engagements to both grow our market share and maintain our existing relationships by focusing on both business development and account management. You will meet with customers to identify their needs, align their needs with the right solution and ultimately close the sale. This includes both virtual and in-person discussions with existing and potential customers, negotiating sales contracts, and consistently communicating to customers about our new products, updates and/or upgrades, features and service offerings.

CORE RESPONSIBILITIES

- Prospect, qualify and develop sales ready leads through targeted efforts
 - Identify and establish contact with potential new leads
 - Consistently follow up and nurture existing leads
 - Uncover qualified opportunities to support customer challenges through BCT product offerings
- Ability to demonstrate strategic approach to attracting clients through opportunity planning
- Schedule and perform product demonstrations with potential customers
- Lead customers through the sales journey, alongside the Engineering team, by understanding customer requirements and developing the appropriate internal support team to address customer needs
- Ability to foresee and anticipate challenges and act accordingly to minimize customer impact
- Meet monthly lead and revenue generation targets
- Utilize CRM tool for tracking, updating, and reporting on leads and sale status
- Research competitor and industry activity, keep informed of new products/services and other general information of interest to customers and report back to internal Sales & Marketing teams
- Attend industry trade shows and events to identify potential sales leads and make meaningful contact with existing customers
- Recommend marketing strategies to target a specific region, demographic, or emerging industry
- Exhibit knowledge of industry trends, marketing strategies and consumer psychology.
- Other duties as assigned

SKILLS AND EXPERIENCE

- Degree in Marketing, Sales, Business Administration, or Related Field
- At least 5 years direct experience in Equipment sales
- Experience in our specific industries preferred, but not required
- Ability to anticipate problems, drive solutions and improve performance with minimal supervision

- Ability to handle multiple projects, assignments, and priorities simultaneously
- Capacity for change and adaptation to new situations, shifts in direction and priorities
- Strength in connecting and communicating effectively with personnel at all levels
- Outstanding sales, business development, negotiation skills
- Ability to drive new business through prospecting and cold calling
- Proven track record of success and quota achievement
- Strong interpersonal, oral, and written communication, and presentation skills
- Proficient with Microsoft Office tools and related systems and software
- Knowledge of B2B CRM Software

Boulder Creek Technologies is an equal opportunity employer and offers a competitive compensation package, including unlimited paid time off, paid holidays, and company stock options. If you are interested in applying for this role, please send your resume to careers@bouldercreektechnologies.com.