



**SALES SUPPORT REPRESENTATIVE**  
**-- One Year with Possibility Of Extension --**

**Functional Area:** Sales & Marketing  
**Job Family:** Sales  
**Job Location:** Gatineau, Québec

**Purpose of Job:** Reporting to the Director of Sales, the Sales Support Representative will be an integral member of the sales team, generating revenues through contact with both current and prospective PCI customers.

**Essential Duties & Responsibilities:**

Contact current PCI Customers and potential new customers to:

- ◆ Generate sales leads for PCI Products and services;
- ◆ Educate existing and prospective customers on PCI's products and services for the purpose of securing follow up appointments for sales calls;
- ◆ Book appointments with customers or prospects for a follow-on sales calls;
- ◆ Track calls through PCI's Lead Management System;
- ◆ Arrange Web based customer sessions to showcase PCI's new products and offerings;
- ◆ Provide support to create and maintain a current and accurate customer database; and
- ◆ Work with the Marketing department to assist with lead generation and follow up on trade show contacts and direct mail out campaigns web marketing, and mailers.

Simultaneously, the Sales Support Representative will ensure that the following goals are met:

- ◆ Build and maintain an up-to-date leads database through cold calling, email contact, web campaigns, and other forms of communication;
- ◆ Generate COTS sales leads;
- ◆ Acquire the necessary knowledge to effectively forward PCI's value propositions to specific vertical markets; and
- ◆ Act as a PCI product subject matter expert for customers.

**Specialized Skills:**

- ◆ Has effective communication skills (oral and written);
- ◆ Enjoys cold calling and telesales activities;
- ◆ Has the aptitude to understand the full breadth of PCI Geomatics' products and solutions;
- ◆ Is self-sufficient, self motivating and can work under minimal supervision;
- ◆ Has a passion for sales;
- ◆ Is dynamic and confident;
- ◆ Has a strong sense of customer service;
- ◆ Understands selling strategies, including selling solutions;
- ◆ Is good at problem resolution and is comfortable interfacing directly with customers;
- ◆ Is able to sell remotely, using both telephone and/or the internet;
- ◆ Has an entrepreneurial spirit and can share ideas with peers and management in order to create additional revenue opportunities;
- ◆ Is proficient with MS Suite especially PowerPoint, Word and Excel.

**Education & Experience Education/Experience**

- ◆ College Diploma or University Degree in Business or Technical field – or equivalent work experience;
- ◆ Ideally, has at least one successful year in an inside sales role or has at least two years experience with a technical sales engagement process, either through direct selling, marketing or a pre-sales position.