



B2B & B2C Sales Growth and Acquisition Support Representative Niagara-on-the-Lake, ON

Salary: \$21.00-\$25.00 per hour

Who We Are:

For 20 years, we've been leaders in the baby safety (Levana) and DIY security space (Defender), creating ground-breaking consumer electronics that bring peace of mind to millions of people all over the world. Selling directly through our brand websites, Amazon, and our retail partners such as Walmart, Costco, and Home Depot, we are growing fast and are looking for new team members to join us on this journey. For those looking to join a passionate and collaborative team that challenge conventional methods, take risks, and settle for nothing but excellence, you've found the right place!

Perks of This Role:

- Full time, 40 hours per week
- Scheduled shifts are days, Monday – Friday
- Wage is \$21.00-\$25.00 per hour
- Immediately receive 2 weeks vacation (no waiting period)
- Comprehensive Health Benefits program after 60 days
- Work in an office environment (we are NOT a call centre)
- 50% product discount for friends and family
- Work directly for the brand owners and not a 3rd party
- Be involved in new product testing

Who Are You?

As an experienced B2B sales person with a successful sales track record, you have a high degree of self-motivation and resilience within a sales environment. With some guidance, you can generate new leads and build rapport with current business owners to achieve sales targets. Using your strong interpersonal skills and entrepreneurial mind set, you strategically use various contact methods to maximize your communication efforts and recruit new members. This role operates out of our Head Office in Niagara-on-the-Lake.

Phone (80%)

- **New Customer Acquisition:** Contact new business owner leads through various sources and secure new enrolment into our VIP Partner group. Generate revenue by closing sales at first point of contact by identifying customer needs, removing real or potential barriers, and by providing expert product knowledge
- **Existing Customer:** Identify, contact and enroll existing customers that qualify for our VIP Partner group.
- **Follow Up:** Building and maintaining member relationships through consistent member follow-up and lending support on product knowledge, pre-purchase and post purchase customer inquiries.

Email (10%)

- New and Existing Customer Acquisition: Using email as a secondary method of communication, actively follow up to all calls and sign ups via email.
- Technical Support: Liaison between the customer and our Customer Experience Support team in providing elite and timely technical support.

Lead Generation (10%)

- New Lead Sourcing: Using various methods, actively generate and build a pipeline of potential new leads.
- Existing Customer Sourcing: Reviewing existing orders and customers within our eco-system to identify potential new long-term and repeat purchase customers.

Qualifications:

- Minimum of 2+ years in B2B sales experience with a high focus on sales targets and customer engagement
- Ability to effectively communicate with all levels of technology users
- Strong attention to detail and ability to multitask
- Excellent organizational, time management and communication skills
- Flexible/creative approach to problem solving with the ability to simplify/detangle issues to their core factors
- Emotional Intelligence: self-awareness - have a strong desire to develop and improve yourself and know when to seek out expertise; self-regulation - knowing when to push and when to stop; motivation – remain motivated while creating a strong desire to achieve in others; empathy – understand and care about people’s current reality; social skills – understand people, develop trust and help them
- High School Diploma (OSSD)