



INSIDE SALES REPRESENTATIVE

Job Description

POSITION SUMMARY:

The Inside Sales Representative plays a key role in identifying new business opportunities, nurturing leads, and supporting external sales efforts. This role involves engaging with potential clients, qualifying leads, and driving revenue by promoting our cutting-edge LED display solutions.

COMPANY OVERVIEW:

i5LED is a direct-view LED display manufacturer, turning creative visions into reality for our partners. Experts at bespoke solutions, we specialize in creating cutting edge projects with superior LED technology. Our mission is to be the first choice for innovative displays solutions to clients who chose value first. Our core values are the backbone of our business and guide our hiring process: we are innovative, ingenious, intentional, indomitable, and do all the above with integrity.

PERFORMANCE OBJECTIVES:

- Generate and qualify leads by reaching out to potential clients via phone, email, and social media.
- Schedule and coordinate sales meetings for the external sales team by identifying high-potential opportunities.
- Manage and maintain the CRM database, ensuring accurate tracking of customer interactions, follow-ups, and pipeline development.
- Engage with inbound leads from marketing campaigns, ensuring timely follow-up to maximize conversion.
- Support proposal and quotation processes, assisting the sales team in preparing accurate and compelling sales materials.
- Collaborate with marketing to align outreach efforts with ongoing campaigns and messaging.
- Stay informed on industry trends and competitive landscape to provide relevant insights to prospects and clients.
- Other duties as assigned.



CAPABILITIES/KEY COMPETENCIES

- Strong communication and interpersonal skills, with the ability to engage potential clients and build lasting relationships.
- Self-motivated and goal-oriented, with a proactive approach to sales and lead generation.
- Excellent organizational and time management skills, with the ability to manage multiple leads and follow-ups effectively.
- Adaptability and problem-solving skills, with the ability to adjust sales strategies based on client needs.
- Tech-savviness, including familiarity with CRM systems (Pipedrive, Salesforce, HubSpot, or similar), Microsoft Office, and sales automation tools.
- Proficiency in Microsoft tools such as Word, Excel, and SharePoint.
- Ability to work collaboratively with sales and marketing teams to drive business growth.
- Strong team player with a willingness to learn and adapt.

EDUCATION & EXPERIENCE

- 1-3 years of experience in inside sales, lead generation, or customer service (preferably in a B2B or technology-related field).
- Experience in the LED display, AV, or digital signage industry is a plus but not required.
- Bachelor's degree in business, marketing, communications, or a related field preferred but not mandatory.

PHYSICAL REQUIREMENTS

- Ability to work in an office or remote environment for extended periods.
- Frequent use of a computer, phone, and video conferencing tools.
- Occasional travel may be required for industry events or team meetings.