

Smartrend Supply Ltd., established in 2004, is a leading manufacturer of customer-specific components and assemblies for transportation and general industrial applications. In 2018, First Light Safety Products was created as a subsidiary of Smartrend Supply Ltd. First Light, an innovative and progressive organization, incorporates LED technology into essential safety indicators to improve the visibility of school buses, thus increasing the safety of drivers and passengers of buses and other motor vehicles. Both organizations share a 29,000 sq ft, state of the art manufacturing facility.

### Summary:

The **Lead Generation Specialist** is a hunter that is a motivated and talented individual that thrives on closing business. You must be a people person, have a 'go-getter' mentality, and have the ability to interact with various departments and types of customers at multiple levels. You must be comfortable making dozens of calls per day, generating interest, qualifying prospects and booking sales calls for the Regional Account Executive. The **Lead Generation Specialist** is professional, and has excellent customer service, relationship-building, and communication skills. The successful individual will be growing the assigned territory with the Regional Account Executive.

### Detailed Duties and Responsibilities:

- Contact school districts, dealers, and State Directors to create relationships and promote First Light's line of LED based safety equipment
- Source new sales opportunities through inbound lead follow-up and outbound cold calls and emails
- Route qualified opportunities to the Regional Account Executive for further development and closure
- Make follow-up calls to customers
- Consistently achieve a high level of customer service
- Engage in new customer development for First Light's line of LED based safety equipment
- Maintain relationships with current customers and continue to increase market share by understanding customer needs and requirements
- Leverage marketing and sales tools to identify solutions and sell to new customers
- Track sales progress via web-based applications and prepare reports
- Engage in a consultative solutions-based selling
- Participate in tradeshow exhibitions

- Maintain knowledge base on current products and learning about new products
- Develop and sustain sales relationships with key decision makers and influencers on all levels of an organization
- Conduct market research, as required

### **Knowledge, Skills, and Abilities Required:**

- Bachelor's degree with minimum 3 years of inside sales experience
- Experience in selling to OEMs and industrial producers, through a dealer network, and/or to the pupil transportation industry is an asset
- Strong phone presence and experience making a high number of contacts per day through a variety of channels
- Proven track record with cold calling
- Experience with transit, or school bus market is preferable
- Proven problem solving and negotiating skills
- Proficient with computers and skills with Microsoft Word, Excel, Outlook, and PowerPoint
- Ability to prioritize and manage multiple tasks simultaneously
- Work well under pressure and under tight timelines
- High level of organizational skills, detail oriented, and analytical
- Must possess excellent communication skills to collaborate with customers and multiple-disciplinary teams
- An energetic, diligent work ethic and able to work with little supervision
- Able to travel within Canada, the USA, and internationally, as required

Share with us your talent, drive, and entrepreneurial spirit and we will provide a creative and supportive environment, where valuable contributions are rewarded and celebrated with professional growth, job satisfaction, and an attractive total compensation program. We offer a benefits package to our employees including:

- Group Insurance Plan
- Paid Vacations
- Uncapped Commissions Plan

*We would like to thank all applicants who apply, however, only those selected for an interview will be contacted.*