

# AFTERMARKET INSIDE SALES REPRESENTATIVE

## COMPANY DESCRIPTION

4iiii Innovations Inc. is a Canadian sports technology company based in Cochrane, Alberta. 4iiii Innovations is a diverse team dedicated to improving personal performance through the development of superior training tools, including cycling power meters and heart rate monitors for the outdoor and indoor cycling and fitness markets. The company strives to produce the best quality and performing equipment in the industry at the best price point for our OEM partners and direct customers so that every athlete can gain the benefits of better training. We're seeking a **permanent full-time Aftermarket Inside Sales Representative** to join our team in Cochrane, Alberta.

4iiii Innovations offers a competitive compensation and benefits package in a fun, fast-paced and exciting industry. 4iiii employees have access to industry discounts from leading brands, race entry discounts, and of course 4iiii products. If this sounds like something that interests you, read on!

## ROLE SUMMARY

The Aftermarket Inside Sales Representative focuses on driving aftermarket sales to existing and potential customers. This role guides aftermarket customers through the sales process, with the goal of understanding their needs, and exceeding customer expectations. This involves identifying new sales opportunities, generating quotes, and managing orders from initial contact to closing the deal. This person builds and maintains strong relationships with customers, and works closely with internal teams to ensure that the customers' needs are satisfied.

## RESPONSIBILITIES AND DUTIES

- Sales Generation
  - Identify and pursue sales opportunities with existing and new customers
  - Manage existing emerging market distributor accounts with the objective of turning them into key accounts
  - Attend 4iiii sponsored events to help support 4iiii's growth with boots on the ground
- Customer Relationship Management
  - Build and maintain strong relationships with customers to ensure consistent monthly orders
  - Provide ongoing training and support to address and resolve customer inquiries and concerns
  - Provide customer support to dealer accounts for warranty returns and factory install orders
  - Troubleshoot technical issues and offer solutions to dealer and distributor accounts
  - Manage customer expectations to ensure overall customer satisfaction
  - Serve as the point of contact for assigned accounts, and escalate to the Director of Aftermarket Sales & Marketing, as necessary
- Product Knowledge - Develop a strong understanding of the products that 4iiii offers in order to answer customer questions and inquiries
- Quote and Proposal Creation - Prepare and deliver accurate quotes and proposals to customers
- Order Processing
  - Manage the sales order process, from initial inquiry to fulfillment
  - Prepare and manage customer backorder reports
  - Assist the North American Sales Account manager by managing dealer accounts who order on the wholesale store with order follow up and fulfillment
  - Manage and maintain customer accounts in 4iiii's ERP platform
- Sales Target Achievement
  - Collect forecasts and orders from accounts in accordance with the contract terms



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- o Meet or exceed aftermarket sales targets and contribute to team goals
  - o Work with distributors to build an account plan and ensure they execute on that plan
- Communication
  - o Effectively communicate with customers, both verbally and in writing
  - o Manage and prepare weekly inventory and back order reports to send to customers bi-weekly
- CRM and Data Management
  - o Maintain accurate records of customer interactions and sales activities in 4iiii's CRM, including tracking and entering orders
  - o Maintain 4iiii's customer accounts in its ERP system such that contact information, names, etc are up to date
- Collaboration
  - o Work closely with other internal teams (operations, customer service, shipping, marketing) to ensure customer orders are managed and fulfilled on time and customers are satisfied
  - o Support the North American Account Manager and Director of Aftermarket Sales & Marketing with order management by working with the operations team to ensure dealer orders are shipped and prioritized in a timely manner
  - o Support the effort to execute regional marketing campaigns with accounts
- Other duties, relevant to the position, shall be assigned as required

## QUALIFICATIONS

- A Passion for cycling and sport technology
- +3 years of sales / account experience with a proven ability to identify needs, present solutions and close deals
- Ability to assess potential customers, trends and other criteria to determine chances of account success
- Industry knowledge is an asset
- Is a proactive go-getter who is passionate about the product that 4iiii sells!
- Excellent verbal and written communication skills
- Proven ability to provide excellent customer service and build trust and rapport
- Strong problem identification and problem resolution skills - able to identify and resolve customer issues efficiently and effectively
- Technical aptitude - able to understand the products 4iiii sells
- Organized - able to manage multiple tasks and priorities and meet set deadlines
- Previous experience using a CRM and ERP system is an asset
- Proficient using Google Workspace
- Persuasive and motivating, with a strong focus on managing customers
- Collaborative - be able to work in a team environment, as well as be able to work independently
- Maintains a high degree of professionalism in all situations
- Flexible to adjust to shifting priorities and deadlines
- Demonstrable passion for health and fitness is preferred

## WORKING CONDITIONS AND ADDITIONAL DETAILS

- This position will be based out of the Calgary area - A hybrid model of working from home and at the worksite in Cochrane is expected

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- While primarily an inside sales role, some international travel to customer sites or trade shows may be required; must have a valid passport

Please apply via Indeed or email [hr@4iiii.com](mailto:hr@4iiii.com) and attach a cover letter and resume. We thank all applicants for their interest, however, only those selected for an interview will be contacted. For more information please visit: [www.4iiii.com](http://www.4iiii.com)

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