



We have 3 unique and exciting opportunities with **Bak USA**, the social enterprise that builds mobile computers, empowers people and changes lives. The openings include a **Field Sales Manager**, a **Sales Support Specialist**, and a **Business Outreach Specialist**. Bak's vision is bold and their future is bright, as they strive to make high quality technologies accessible to all. The ideal candidates will share Bak's passion and mission, and want to work with a fun team of innovative and creative thinkers who are in start-up mode.

## Field Sales Manager

Responsibilities include:

- Prospect new business by targeting assigned verticals within territory, setting up presentations and utilizing effective selling techniques.
- Direct selling activities of computer devices to small and medium-sized businesses in Buffalo and the surrounding suburbs. Spend 80% of his/her time in the field calling on prospective customers and closing deals.
- Communicate and work effectively with Sales Director and VP of the Commercial Team on the strategic direction of assigned territory, along with a monthly and quarterly plan.
- Approach territories with entrepreneurial eyes to seek out new opportunities to increase sales and penetration of Bak USA devices.
- Organize an efficient schedule including a daily route plan and weekly call book.
- Prepare monthly performance paperwork on time in a neat, legible and professional manner.
- Keep thorough and up-to-date notes on all existing and target accounts.

Requirements include:

- Bachelor's Degree required.
- 2+ years of direct B2B outside sales experience required.
- A valid driver's license with a clean driving record.
- Successful experience with prospecting and generating leads, setting sales appointments and closing sales deals.
- A strong and confident "hunter" who will discover key business contacts, build and maintain lead lists and create and maintain a sales pipeline.
- Strong IT skills, leadership traits, and business acumen.

## Sales Support Specialist

Responsibilities include:

- Provide general and administrative support to Bak USA's Business Development team and support the Sales Team with administrative needs to ensure internal and external client satisfaction.
- Work closely alongside Account Executives to cultivate sales opportunities.
- Perform a variety of administrative and clerical duties, including but not limited to arranging device loaner agreements and loaner device deployment; sending quotes and pricing to

clients/prospects; assisting with, maintaining, and processing sales orders; and coordinating inventory, lead time, and shipping expectations with customers.

- Compose sales memos and correspondence.
- Coordinate and assist with urgent client and internal needs.
- Assist with arranging/scheduling on and offsite meetings and phone appointments.
- Maintain, manage, and update CRM/database system, procure company reports and business forms.
- Attend events/trade shows/seminars when necessary.
- Visit client sites when necessary and deliver client devices when needed.
- Investigate potential sales verticals/channels and build lead lists for sales prospecting.

Requirements include:

- High School Diploma or GED required, Associates or Bachelor's Degree preferred.
- 2+ years' experience in sales support, professional assistant or administrative roles.
- Excellent verbal and written communication skills.
- Strong interpersonal skills.
- Problem analysis and analytical skills.
- Highly focused, efficient, and task-oriented.
- Proficiency in Microsoft Office Suite (Outlook, Word, and Excel).
- CRM Dynamics experience preferred.

## **Business Outreach Specialist**

Responsibilities include:

- Research, identify, and cold call businesses to pinpoint key decision makers/potential customers, and fill in existing business gaps with Bak USA solutions.
- Generate business leads and build lead lists.
- Develop new sale opportunities and set appointments with potential clients.
- Consistently exceed sales objectives and contribute to Bak USA's growth.
- Prepare sales presentations and proposals to showcase Bak USA computers.
- Provide sales plans and reports to the leadership team regularly.

Requirements include:

- 1+ years of B2B inside sales experience—preferably in a technical field.
- An extremely well-organized, responsible, and resourceful problem solver.
- Successful experience prospecting and generating leads, setting sales appointments and acquiring new client accounts.
- A strong and confident "hunter" who can discover key business contacts, build and maintain lead lists and create and maintain a sales pipeline.
- Strong IT skills, leadership traits and business acumen.
- Attentive listening skills along with clear communication abilities.
- Interest, excitement and experience in technology.

Qualified candidates may send a cover letter and resume to MaryEllen Carlo at [mecarlo@cpibn.com](mailto:mecarlo@cpibn.com).