



Position: Sales Associate Level 1
Department: Customer Support
Reports to: Director of Sales
Revision Date: March 03, 2023

About Us:

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. “The L Squared Hub” is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

Fit:

We have grown rapidly over the past two years, supporting high-profile clients in the USA, Canada, Europe, South America, Australia, and Asia. We are gearing up for even faster growth and looking for motivated, passionate and intelligent team players that love to work in fast-paced, sometimes chaotic environments, who believe in integrity, mutual respect, quality work, and being customer obsessed to join our team.

If you think you would be a great fit for our team, please apply today.

About the Position:

We are in growth mode and need to hire curious, productive, smart, initiative-taking team players to join our team. Reporting to the Director of Sales, you will be responsible for actively locating and pursuing qualified leads, creating proposals, and scheduling of demos, updating of our CRM tool (HubSpot) and working your way into the ability to perform remote product demonstrations by June of 2023.

This position will require a high level of customer and stakeholder interaction, both face to face and on the phone.



What the Company Will Provide to You:

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Company benefits (after probationary period)
- Training
- Company events

Principal Responsibilities:

As a Level 1 Sales Associate, your duties and responsibilities include but are not limited to:

- Proactive approach to account management.
- Expert use of CRM = HubSpot
- Managing the creation of the pipeline of opportunities from our website, partners, web and social media campaigns, etc
- Search for potential customers online and through research companies and compile target list
- Schedule meetings with potential customers
- Create sales proposals
- Regular comprehensive customer profiling and pipeline review of opportunities.
- Helping our sales leaders understand customer challenges and opportunities, as well as uncover new opportunities to increase revenue and profitability for both the client and our company
- Management and update CRM databases
- LinkedIn database research and mining
- Provide support duties for customers including order entry, vendor order entry, invoicing, quotation preparations
- Assist with project management and sales/client support demonstrations as required
- Creates business development plans to uncover new opportunities and increase sales and profits.
- Drives to meet goals assigned to ensure you meet daily, weekly, monthly, and quarterly objectives
- After sales account management as required
- General Marketing Support
- Support Social Media projects and marketing initiatives including webpage development and updating
- Occasional non-standard work hours or time in lieu as business requires.
- Other duties as assigned

Requirements:

- Bachelor's degree or college diploma
- Excellent verbal and written communication skills
- Great critical thinking skills, problem solving, curious individual who likes to dig in and understand challenges, works through them and is committed to being adaptable.
- Lifelong learner, staying current with system information, changes, and updates.

Skills & Competencies:

- A driven sales professional with a proven track record of success.
- Able to execute instructions and to request clarification when needed.
- Possesses basic clerical and data entry skills.
- English speaking must be fluent
- Deep understanding of the core technologies, industry trends, and competitors
- Able to interact effectively with all levels of management.
- Possesses strong multi-cultural interpersonal skills.
- Possesses strong leadership skills with a willingness to lead, create new ideas, and be assertive.
- Possesses strong organizational and time management skills, driving tasks to completion.
- Able to constructively work under stress and pressure when faced with high workloads and deadlines.
- Able to maintain and promote social, ethical, and organizational standards in conducting internal and external business activities.
- Able to work independently with minimum supervision.
- Able to maintain confidentiality of sensitive information
- Able to build solid, effective working relationships with others.
- Able to exhibit the ability to be sensitive to the needs, concerns, and feelings of others.



- Able to quickly learn new systems and technology.
- Able to use relevant computer system applications
- Have tons of energy, humor, compassion, and enthusiasm
- Other duties as assigned.
- All new employees must undergo our standard background check and drug screen test for pre-employment purposes.

Preferred Skills:

- Not Required but preferred bachelor's degree
- Experience with CRM proficiency and project management tools
- Experience with marketing concepts
- Experience working in a Software as a Service Company