

Position Title: Inside Sales Representative, Small and Mid-Sized Business

Reports to: VP, Sales

Direct Reports: N/A

Job Location: Cleveland, Ohio

COMPANY OVERVIEW:

We are Proformex, a Cleveland-based software company disrupting the life insurance and annuity industry. Our platform is reimagining how banks, broker-dealers, fiduciaries, and agents actively manage a multi-billion-dollar asset class while better protecting beneficiaries. We are looking for a highly motivated and driven sales professional to join our team focused on selling to financial advisors, registered investment advisors, and agents. Proformex is transforming how protection assets are managed. This is a unique opportunity to play a critical role in our growth and expansion.

POSITION DESCRIPTION:

This role requires an energetic, driven, and independently motivated individual who thrives in a fast-paced environment. The Inside Sales Representative will understand how to set and achieve goals, communicate well with prospects, and recognize how to translate our value proposition to solve customer pain points. They will be focused on selling Proformex to identified prospects and managing those prospects through the sales cycle, from initial presentation and demo through follow-ups and closing of business. You will actively manage your pipeline while cultivating new relationships through prospecting and business development.

POSITION RESPONSIBILITIES:

- Be a product expert within the Proformex application, being able to fully demonstrate the value our products bring to customers
- Expand Proformex sales by managing prospect sales cycle from initial contact to close, playing a key role in revenue growth and new bookings
- Exceed sales goals and KPI metrics driving sales activity (calls, emails, demos, and new customers)
- Build relationships with key decisionmakers to consistently qualify opportunities and build and maintain an accurate sales pipeline
- Negotiate and close new deals focused on connecting Proformex value to customer needs
- Build sales strategies and execution tactics for business development and revenue growth
- Create and deliver successful customer presentations, Proformex demonstrations, and proposals
- Maintain a high volume of activity including platform demonstrations, consistent prospect follow-ups, outbound calling, and emails
- Effectively and efficiently manage opportunities and accounts in an organized fashion, being able to provide status updates for full pipeline and individual deals

REQUIREMENTS:

- 2-3 years in sales, prospecting, or other customer facing role with track record of exceeding targets
- Dynamic interpersonal and communication skills both written and verbal
- Demonstrated ability to recognize customer pain points and identify solutions
- Love for working in a fast-paced environment, taking initiative to get stuff done and trying new things
- Ability to develop trust and build relationships easily with customers, prospects, and internal teams
- Excellent relationship management, interpersonal, and influencing skills, with ability to work in a flexible and fast-moving environment with rapidly changing priorities
- BA/BS Degree required

The package will include salary, bonus, and health benefits. Come join us as we revolutionize insurance technology and take a key role in growing our company.