

### IDENTIFICATION:

**May 2025**

Job Title: Technical Sales Representative  
Department: Sales and Marketing  
Position: Regular Full-Time  
Status: Exempt

### SUMMARY:

We are seeking a proven and experienced Technical Sales Representative with a history of selling laboratory instrumentation to the Petroleum, Pharma, and Food industries. The individual will be responsible for selling our range of instruments and growing the business for Rudolph Research Analytical in the identified region, i.e., sales volume and customer base. This individual also provides technical sales support to existing and potential customers, maintains frequent commercial contact with the customer base and travels throughout the territory visiting customers and conducting product demonstrations and training sessions. This role requires a focused individual with excellent critical thinking skills, demonstrated ability to multi-task across industries and accounts, and manage and develop a defined territory.

### RESPONSIBILITIES:

- Understand and present technical product information to customers, present a value proposition, and explain advantages over competing products.
- Develop and maintain strong customer relations through personal visits and other means.
- Understand the process of taking a lead to a closed sale.
- Discover new customers and new opportunities.
- Identify potential customer needs and offer company products as solutions to meet them.
- Provide instruction to Commercial Operations for customer quotations.
- Forecast and track sales performance and provide regular updates to management.
- Conduct product demonstrations, installations, training and IQOQPQ service.
- Attend industry trade shows, conferences, and events.
- Ensure customer satisfaction; expedite resolution of customer problems/complaints.
- Provide Application and Technical Support.
- Support Sales & Marketing initiatives.
- Independently coordinate and manage all travel logistics, including booking flights, rental cars, hotels, and other necessary accommodations for business trips, ensuring efficient and cost-effective travel planning.

## QUALIFICATIONS:

- Bachelor's degree in chemistry, biology, or equivalent laboratory experience.
- 5+ years of customer-facing sales experience dealing with laboratory instruments.
- Proven instrumentation sales ability with specific insight and experience in Pharmaceutical, Chemical, Food and Beverage and Petroleum industries.
- Proven ability to prospect and generate new business.
- Computer competency required: MS Office Suite, experienced in leveraging a CRM to efficiently manage accounts, prospects, opportunities, and records.
- Must possess a valid driver's license with a record of no significant driving infractions.

### Skills/Abilities:

- **Technical Proficiency:** Willingness to develop, or already possess, a solid understanding of the instruments being sold: specifically polarimeters, refractometers, and density meters, how they work, their applications, and industry-specific terminology. **Not required but strongly preferred.**
- **Sales Expertise:** Strong sales skills, including prospecting, negotiation, deal closing, and relationship-building.
- **Communication Skills:** Excellent interpersonal, verbal, and written communication skills, with the ability to explain complex technical information in a clear, concise manner. Being a good listener is essential.
- **Customer Focus:** A customer-centric mindset, with the ability to understand and address client needs and provide exceptional service.
- **Problem-Solving Skills:** The ability to identify customer problems and present effective solutions using the company's products or services.
- **Presentation Skills:** Proficiency in delivering engaging and informative product demonstrations and presentations, in person, over the phone, webinars, and Microsoft Teams.
- **Interpersonal Skills:** Strong interpersonal skills to build and maintain relationships with clients, colleagues, and industry professionals.
- **Adaptability:** The ability to adapt to changing market conditions, new technologies, and evolving customer needs. Comfortable with changing and a challenging workload.
- **Organizational Skills:** Good organizational skills to manage schedules, track sales activities, and maintain accurate records. Capable of juggling various projects and issues simultaneously.
- **Self-Motivation:** A high level of self-motivation and the ability to work independently to meet sales targets. Action-oriented and eager to achieve results.
- **Analytical Skills:** The capability to analyze sales data, market trends, and customer feedback to make informed decisions.
- **Professional Appearance:** Professionally groomed appearance and style, coupled with a mature disposition, positive attitude, and strong sense of commitment.
- **Travel:** Willingness to travel up to 75%, with a preference for travel. Comfortable with the vagaries of travel, such as late planes, canceled flights, and lost luggage.

### Physical Demands:

- **Travel:** Technical Sales Reps often travel frequently to meet with clients, attend conferences, and conduct product demonstrations. This can involve driving or flying, and overnight stays.
- **Standing and Walking:** During product demonstrations, trade shows, or customer visits, extended periods of standing or walking is required.
- **Carrying Equipment:** Transporting and setting up equipment for demonstrations, which can involve lifting and carrying items that vary in weight up to 60lbs.
- **Hand-Eye Coordination:** Capable of handling of delicate or sophisticated equipment, including following proper laboratory procedures, during presentations or demonstrations.
- **Flexibility:** Being adaptable and physically able to navigate different environments at a wide variety of customer locations, from laboratories to industrial sites.