

JOB DESCRIPTION

JOB TITLE: Inside Sales Representative

JOB ID # 170

REPORTS TO: Business Development Manager (190)

DIRECT REPORTS: None

INDIRECT REPORTS: None

REVISION: 1

APPROVED BY / DATE: Daniel J Foelske 08/08/2025

TYPE OF EMPLOYMENT:	DEPARTMENT:	JOB CLASSIFICATION	STANDARD OCCUPATIONAL CLASSIFICATION (SOC):
<input checked="" type="checkbox"/> Full Time	<input checked="" type="checkbox"/> 100 - Sales & Business Development	<input type="checkbox"/> 1.1 - Executive Senior Level	Sales Representatives, Wholesale & Manufacturing
<input type="checkbox"/> Part Time	<input type="checkbox"/> 200 - Design & Engineering	<input type="checkbox"/> 1.2 - First / Mid Level Manager	SIX-LEVEL SOC JOB CODE:
<input type="checkbox"/> Temporary	<input type="checkbox"/> 300 - Project Management	<input type="checkbox"/> 2.0 - Professional	41-4011
<input type="checkbox"/> Contractor	<input type="checkbox"/> 400 - Production Department	<input type="checkbox"/> 3.0 - Technicians	FOUR-DIGIT CENSUS CODE:
	<input type="checkbox"/> 600 - Materials Department	<input checked="" type="checkbox"/> 4.0 - Sales Workers	4850
<input checked="" type="checkbox"/> Exempt	<input type="checkbox"/> 700 - Quality Department	<input type="checkbox"/> 5.0 - Administrative Support	AXIS COMPENSATION GRADE LEVEL:
<input type="checkbox"/> Non-Exempt	<input type="checkbox"/> 800 - Operations Department	<input type="checkbox"/> 6.0 - Craft Workers	G
	<input type="checkbox"/> 900 - Administrative & Finance	<input type="checkbox"/> 7.0 - Operatives	
		<input type="checkbox"/> 8.0 - Laborers & Helpers	
		<input type="checkbox"/> 9.0 - Service Workers	

GENERAL DESCRIPTION

This position is responsible for conducting all sales activities for assigned existing accounts, while also leading all sales activities for inside sales and catalog transactions.

RESPONSIBILITIES

House Account Representative

1. Perform all duties of a Sales Account Representative for assigned accounts, including Dealer, Distributor, and/or Resale accounts.
2. Maintain customer relationships and act as the face of Axis Designs for assigned accounts. Receive customer inquiries for new proposals and actively pursue additional opportunities within existing accounts.
3. As necessary, work with Design personnel to ensure that accurate conceptual drawings are created and presented to the customer as sales aids. Clearly communicate with the customer regarding the level of drawings or designs that will be provided for specified fees.
4. Prepare quotations for catalog and resale inquiries. As necessary, coordinate with Estimating personnel to provide estimates or quotations for custom fixtures, fixture packages, or other product offerings.
5. Follow up on proposals to determine status, timing, and probability of conversion to sales orders.
6. Identify opportunities to grow business with existing accounts, including enhance product offerings, cross-selling of Axis products and services, and receiving referral business through existing relationships.
7. Identify and pursue new accounts. Make inter-company referrals to other members of the Sales Team as necessary.

Inside Catalog Sales

8. Actively sell catalog items, including Micro Market fixtures to existing customer base and new customers. This includes all fixtures referenced at our website: www.micro-marketfixtures.com
9. Answer all inquiries and provide information to customers and potential customers about catalog items and all Axis Designs products and services.
10. Prepare proposals for catalog sales based on customer inquiries. Support Product Management by verifying that company websites are up to date and accurately reflect product line offerings and current pricing.
11. Responsible for ensuring that periodic pricing reviews are conducted for catalog and Micro Market items.

12. Market catalog items, resale catalog items, and Micro Market items through social media and other venues. Ensure that all social media outlets and websites convey an image that supports the company culture.
13. Execute periodic marketing campaigns, targeting specific groups of customers and prospects. Track and report results of marketing activities to Management.
14. Responsible for identifying methods for increasing catalog and inside sales. Work with company management to set and reach sales growth quotas.

General Duties

15. Receive and verify customer orders. Ensure that accurate sales order acknowledgements are provided in a timely manner.
16. Work with Supply Chain personnel to ensure that orders are placed with vendors for resale catalog items and foodservice equipment.
17. Maintain an accurate accounting of all proposals and data regarding conversion of proposals to orders. Update CRM in all phases of the sales and order acceptance processes.
18. Provide customer service support for assigned accounts and all customers as required.
19. Comply with company policies for safety, procedures and conduct rules

REQUIRED EDUCATION & EXPERIENCE

1. High school diploma or equivalent; Post-secondary education in sales or marketing preferred.
2. A highly level of organization and ability to become and remain knowledgeable about product line being sold.
3. Experience in the food service industry strongly preferred.
4. Self-starter with strong work ethic, a positive attitude and highly proficient in attention to detail.
5. Attainment of proficiency in Axis Designs' Basic Administrative Skills Requirements.
6. Computer skills, including familiarity with CRM and industry-related software; Proficiency with Microsoft Office applications.

PHYSICAL REQUIREMENTS

Definitions

Continuously **(C)** - 6-8 hours in an 8-hour day or 60 times per hour; Frequently **(F)** - 3-6 hours in an 8-hour day or up to 12-60 times per hour; Occasionally **(O)** - up to 3 hours in an 8-hour day or 1-12 times per hour; Never **(N)**

	Continuously _____ lbs	Frequently _____ lbs	Occasionally _25_ lbs	Never []
Lifting	_____ lbs	_____ lbs	_25_ lbs	[]
Carrying	_____ lbs	_____ lbs	_25_ lbs	[]
Sitting	[]	[X]	[]	[]
Standing	[]	[]	[X]	[]
Walking	[]	[]	[X]	[]
Grasping	[]	[]	[X]	[]
Pushing/Pulling	[]	[]	[X]	[]
Bending	[]	[]	[X]	[]
Squatting	[]	[]	[X]	[]
Reaching	[]	[]	[X]	[]
Twisting	[]	[]	[X]	[]
Keyboarding	[X]	[]	[]	[]

The employee is required to have sufficient visual acuity to perform activities such as:

- | | |
|--|---|
| [X] Preparing and analyzing data and figures | [X] Visual Inspection involving small defects and parts |
| [X] Viewing a computer terminal | [X] Extensive reading |

Additional physical requirements: Worker performs job tasks in a general office environment. Occasional work in production or warehouse environment.

NOTE: This Job Description is not intended to be all-inclusive. Employee may be required to perform other related duties to meet customer requirements and the ongoing needs of the organization.

Axis Designs, Inc. is an Equal Opportunity Employer. All interactions with employees, including their development and advancement, are made without regard to race, color, creed, religion, national origin, gender, disability, age, veteran or military status, or any other basis protected by federal, state, or local law.

Employee Signature: _____

Date: _____