

## Inside Sales Representative

**Location:** Denver, Colorado, USA

**Reports to:** Marketing

At Oniqua, we're focused on helping asset-intensive companies reduce costs and eliminate waste through MRO (Maintenance Repair and Operations) analytics and value services. It's our pursuit and our passion, and one that every Oniqua employee is committed to delivering.

Oniqua Intelligent MRO cuts cost and mitigates risk for some of the world's largest energy and resources companies. Our cloud-based technology platform, combined with expert consultation and masterful data collection and analysis, makes advanced analytics simple and accessible. Oniqua customers rapidly reduce cost, waste, and risk while achieving greater service levels through increased efficiency.

As an Inside Sales Representative at Oniqua, you will play a fundamental role in achieving Oniqua's ambitious customer acquisition and revenue growth objectives. Supporting the Marketing and the Business Development team this role will help develop an outbound lead development calling plan, research prospects, and follow-up on warm and cold leads to generate qualified sales appointments. If you are interested in driving business growth by promoting awareness and interest, then this could be the role for you!

### **Key Responsibilities Include:**

- Meet or exceed monthly and quarterly qualified sales opportunities and revenue objectives
- Understand key Company value propositions and customer pain points
- Set up meetings with prospective accounts for sales representatives
- Route qualified opportunities to the appropriate sales executives for further development and closure
- Engage with sales reps on a daily and weekly basis to prioritize target account lists, program support and lead follow-up activities
- Follow-up on inbound leads from marketing initiatives to determine fit, based on predetermined criteria documented in a qualification matrix
- Make outbound prospecting cold calls into new accounts and warm calls in conjunction with lead follow-up and nurturing programs
- Research and build new and existing contacts within target accounts
- Document sales activities and progress on each lead in the CRM and MAS systems
- Communicate a working knowledge of market, competitive environment and solutions
- Build rapport with contacts by offering resources (webinar invitations, white papers, relevant blog articles, etc.) and understand where the prospect is in the buying process
- Track activity, prepare and maintain records for sales leads and account status
- Execute miscellaneous projects by contributing as requested to the Marketing & Sales teams
- Contribute to a product quality brand that customers can trust, through value add initiatives

**Essential Technical Experience:**

- Two to three years of proven inside sales experience selling business-to-business software
- Demonstrated track record of exceeding quotas
- Clear understanding of the sales process and exposure to a similar environment
- Familiarity with Salesforce.com or similar CRM system
- Familiarity with HubSpot or similar marketing automation system
- Highly developed phone skills, communication, assertiveness and quick thinking capability

To be considered for this position it is key that applicants consider themselves a multi-tasker with a proactive approach to driving results. The ideal candidate will be an experienced cold caller with an ability to build rapport quickly, as well as a highly motivated self-starter who will do what it takes to find and connect with new prospects, with a strong attention to detail.

What we offer in return is the opportunity to be part of a dynamic business with a fast-paced environment and highly collaborative team. Remuneration will be agreed based on experience and the value candidates bring to the Oniqua team.

For more information, please contact the Human Resources, via our contact details [www.oniqua.com](http://www.oniqua.com).