

Bilingual Inside Sales Representative (French & English)

Job Summary

The Inside Sales Representative serves as the primary point of contact for dealers and customers seeking information and assistance via phone, email, and the company website. This role is responsible for delivering a seamless sales experience by providing timely responses, professional customer service, and accurate product knowledge.

The Inside Sales Representative will qualify and route sales opportunities to the appropriate Territory Managers, follow up on leads, and support the quotation and order process from initiation through completion. Success in this role requires a results-driven mindset, strong communication skills, and a commitment to customer satisfaction and sales growth.

Key Responsibilities

- Serve as the first point of contact for incoming calls, emails, and website inquiries from dealers and end users, ensuring prompt and professional responses.
- Log, track, and manage customer interactions, leads, and opportunities within the CRM system (e.g., Microsoft Dynamics), ensuring data accuracy and completeness.
- Follow up on leads and inquiries in a timely manner, qualifying opportunities and directing them to the appropriate sales team member.
- Maintain up-to-date records of customer communications, quotations, and sales activities within the CRM database.
- Support dealers throughout the quotation and order process, clearly communicating lead times, product specifications, and pricing options.
- Develop and maintain in-depth knowledge of AMI products, services, and applications to effectively support customer needs.
- Collaborate with the Inside Sales Manager and Territory Managers to track leads, develop follow-up strategies, and support sales initiatives using CRM insights and reporting.
- Identify and contribute to process improvements aimed at enhancing sales efficiency and overall customer satisfaction.
- Provide backup support to Inside Sales team members, the AMI field sales team, and the company's main business line as needed.

Education, Knowledge & Skills Requirements

- Post-secondary education or equivalent relevant work experience.
 - Experience in heavy equipment operation or knowledge of equipment applications is considered an asset.
 - Bilingualism in English and French is required.
 - Demonstrated customer focus with the ability to build and maintain strong relationships through effective communication and interpersonal skills.
 - Positive, self-motivated team player with a strong sense of urgency and attention to detail.
 - Strong verbal and written communication skills, including professional phone and email etiquette.
 - Experience using CRM databases (e.g., Microsoft Dynamics) for managing customer interactions, tracking leads, maintaining accurate sales records, and generating reports.
 - Proficiency with MRP/ERP systems and Microsoft Office Suite (Excel, PowerPoint, Word, Outlook).
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Key Performance Indicators (KPIs)

- **Lead Response Time:** Respond to all new inquiries within [e.g., 24 hours].
- **Lead Conversion Rate:** Achieve target conversion rate of qualified leads to opportunities or sales (as defined by management).
- **CRM Data Accuracy:** Maintain accurate and complete CRM records with minimal errors or missing data.
- **Activity Tracking:** Consistently log all customer interactions, follow-ups, and sales activities in the CRM system.
- **Quote Turnaround Time:** Deliver quotations within established timelines.
- **Customer Satisfaction:** Maintain high levels of customer satisfaction based on feedback and internal benchmarks.
- **Follow-Up Effectiveness:** Ensure timely and consistent follow-up on all assigned leads and opportunities.
- **Sales Support Contribution:** Support Territory Managers in achieving overall sales targets through effective lead management and coordination.

Working Conditions

- Hybrid work environment: in-person office work or remote work from a home office.
- Remote work is available for candidates based in Quebec or Eastern Canadian provinces (e.g., Atlantic Canada).
- Standard business hours with occasional flexibility to support different time zones or customer needs.
- For remote work: a dedicated home office setup with reliable high-speed internet is required.