Technical Sales Specialist

Boston, MA · Full-time · **$90k–110k**

Technical Sales Specialist (Outbound Sales)
Location: Greater Boston, MA
Salary: $90,000 - $110,000 + Benefits
Benefits: Medical, Dental, Vision insurance, 401(k) w/ Match, PTO, Holidays
Job Type: Full-Time
Schedule: Flexible start / end times with established core collaboration hours
Travel: Up to 15%
Sponsorship: Not Available
Relocation Assistance: Not Available

Technical Sales Specialist Description

Our client, a manufacturer of specialized processing equipment, is looking for a Technical Sales Specialist to develop new business opportunities across targeted industrial markets. Reporting to the VP of Innovation, you will identify prospective customers, engage decision-makers, qualify leads, and re-engage inactive accounts. You'll work closely with Sales, Marketing, and Engineering to build a strong pipeline and generate qualified opportunities.
The ideal candidate is organized and self-motivated, with strong research and communication skills. To thrive in this role, you should be comfortable with outbound prospecting, managing multiple priorities, and learning technical products and applications. This is an excellent opportunity for someone with an engineering background who wants to apply their technical knowledge and problem-solving skills to drive revenue and help customers solve complex process challenges.

Technical Sales Specialist Responsibilities

- Prospect new customers and research target accounts and decision-makers
- Qualify leads based on customer needs, project requirements, and business fit
- Schedule introductory meetings with qualified prospects and Sales or Technical teams
- Re-engage inactive and former customers to uncover new opportunities
- Follow up consistently to advance opportunities through the sales pipeline
- Maintain accurate prospect, customer, and opportunity records in the CRM
- Develop a strong understanding of the company's products, applications, and value propositions
- Collaborate with Marketing on outbound campaigns, account targeting, and lead generation
- Represent the company at trade shows, customer events, and industry functions
- Meet or exceed activity, lead-generation, and opportunity-creation goals

Technical Sales Specialist Qualifications

- Bachelor's degree required
- 1+ years of experience in sales, application engineering, process engineering, or another customer-facing technical role required

- Ability to understand technical products required
- Familiarity with CRM systems required
- Willingness to travel for customer visits and industry events required

Apply: https://twonice.hire.trakstar.com/jobs/fk0zcqo/?apply=true

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