



<https://bradfordsystems.com> | (800) 696-3453 | info@bradfordsystems.com

Outside Sales Representative

Work Location: Remote / On-site / Hybrid
Department: Sales | **Type:** Future Opportunity

Bradford Systems Corporation (BSC) is the Midwest's largest provider of equipment storage systems. BSC helps businesses improve efficiency through design and organization, serving public safety, higher education, healthcare, museums, corporate, industrial, and military sectors. A strong sales strategy, supported by well-trained, responsive salespeople, drives the company. Sales cycles range from two months to two years, requiring sales team members to cultivate, track, and follow up on numerous prospects and active customers to maximize every sales opportunity.

ABOUT THE ROLE:

At BSC, we're always on the lookout for exceptional sales talent to join our growing team. While we're not actively hiring for this role now, we encourage driven professionals to submit their resumes for future sales opportunities. We'll contact potential candidates when we expand our team.

JOB DESCRIPTION:

The Outside Sales Representative will play a crucial role in developing and maintaining BSC's sales pipeline by identifying and cultivating new business opportunities. This position requires a strategic thinker with excellent communication skills and an ability to understand and address customer needs effectively. The ideal candidate will thrive in a fast-paced environment and will be responsible for managing customer relationships and driving sales growth.

KEY RESPONSIBILITIES:

- Develop and maintain a thorough knowledge of BSC's product offerings and pricing structures and promptly propose appropriate storage/data solutions to customers.
- Identify sales leads via cold calling, prospect lists, and internal/external referrals each day.
- Conduct daily prospecting activities to initiate contact and appointments with decision-makers.
- Enter all leads, sales activity, and scheduled meetings in BSC project management database and BSC's CRM (Salesforce) on a daily basis.
- Maintain all leads/prospects as well as sales funnel of project probability, value, job status and expected decision dates. Report this activity monthly in accordance with the established company reporting standards.
- Prepare and deliver sales proposals/presentations, both in person and virtually, and follow up with key decision makers in a timely manner.
- Provide Pre & Post Project pictures and ensure that all approved final drawings and proposals are signed by an authorized customer representative and attached to the project account.
- Ensure accurate bookings of all sales orders in BSC Project Management Database and complete all customer paperwork as required.
- Communicate customer expectations to the installation/project management team, and perform required customer communication to ensure a smooth installation process.
- Follow up with all customers within 30 days of project completion to close out any pending items, complete a customer satisfaction survey and obtain customer recommendation letters and document referral efforts from customers.
- Attend and complete all BSC Sales training programs and events.
- Attend and complete all Vendor training programs.



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- Develop and maintain an awareness of market behavior and competitive trends/threats, and communicate this to sales management and the sales team accordingly.
- Meet with sales/executive management to review monthly sales activities (including Market Strategy reports), and personal development goals.
- Prepare an annual Market Strategy report for the executive management team using all available sales funnel and personal annual goal information.
- Meet or exceed all BSC performance metrics, quotas, and reporting standards.
- Safeguard company property and data access.
- Perform other duties, as assigned.

QUALIFICATIONS FOR THE JOB:

- Legally eligible to work in the United States
- A bachelor's degree in business, marketing, sales, or a related field is preferred, but not required.
- Solid employment history. Minimum 2 years outside business-to-business sales experience, with a proven track record of success.
- Professional appearance and demeanor
- Must complete pre-employment testing

REQUIREMENTS & SKILLS:

- Through excellent verbal and written communication, correspond with prospects, customers, vendors and other employees in a professional manner.
- Possess excellent organizational and time management skills
- Showcase analytical and problem-solving capabilities
- Proficiency with MS Word & Excel and Google Platform
- Ability to learn BSC project-based software and CRM platform
- Experience in developing and executing territory sales strategies
- Possess strong presentation, negotiation, and closing skills
- Must be self-motivated and able to work independently to meet or exceed goals

WORK CONDITIONS:

- Capability to utilize your home as an office base, with high-speed internet
- Possess a valid driver's license, full coverage insurance and reliable transportation to travel throughout your sales territory to visit customers.

WHY JOIN US:

- Collaborative and transparent company culture
- Competitive compensation and performance incentives
- Opportunities for career growth and development

INTERESTED?

If you're someone who thrives in a fast-moving, team-driven sales environment—and you're curious about opportunities at Bradford Systems Corporation—we'd love to get to know you. Apply now to be considered for future openings, and we'll keep your information on file for when the right opportunity arises.