



Position: Sales Support Coordinator
Location: Norfolk, Charlotte, or Atlanta
Reports To: VP of Business Development & Sales

Position Summary: The Sales Support Coordinator assists the outside sales team in the areas of business development including market research, lead generation, quotations, and preparation of analytical reports and marketing initiatives. Working closely with the Vice President Sales, individual sales people and other stakeholders (i.e. Branch Management, operations, etc.), the Sales Support Coordinator plays an integral role helping the team develop new business as well as retain and expand existing customer business.

Qualifications / Requirements:

- Excellent written and oral communication skills.
- Strong organizational skills and detail oriented.
- Solid analytical skills and a technical aptitude; ability to work with data to produce clear deliverables.
- Excellent Excel / spreadsheet skills. Database skills are a plus.
- General business acumen with basic financial literacy.
- Self-motivated and the ability to work with minimal supervision.
- Ability to work within a team structure to achieve collective goals and positive results.
- Bachelor's degree required.

Essential Duties / Responsibilities: The essential duties and responsibilities of this position are listed below. Other duties may be assigned to meet changing business needs.

- Support the sales team as a super user of Panjiva (i.e. trade intelligence software). This includes researching the potential of prospects and customers, assessing trading partners and the competitive landscape, determining trade lanes and defining sales targets in various geographic regions.
- Lead generation activities including research (LinkedIn, internet, trade directories, Chamber of Commerce lists, industry associations, etc.) to develop targeted, well qualified leads. Compile information including decision maker contact records for outside sales team to follow up. Track progress of development campaigns.
- Make initial contact with leads via social media, email, marketing campaigns and/or cold calling.
- Facilitate the push/pull sales effort with overseas agent network and the outside sales team with the goal of targeting and developing well qualified new business on specific trade lanes.
- Data mine lead lists, shipping documentation and other sources to identify trading partners and new prospects.
- Coordinate key performance indicators (KPIs) utilized in quarterly business reviews (QBRs) for top customers. Working with the commercial team, develop corresponding presentations and scorecards.
- Assist sales management in regular reporting exercises including the sales pipeline and sales performance / results.
- CRM software administration and updates.
- Assist outside sales team with rate requests; serve as a liaison between pricing and the prospect/customer. Keep and monitor a quote log, follow up on outstanding requests, track win/loss, etc.
- Create quarterly newsletter using email marketing software including layout/design and gathering content from subject matter experts within and outside of the company, summarizing articles, etc.
- Maintain "Customer All" and other email distribution lists.

- Working with management, develop and execute marketing campaigns. Website updates as needed.
- Working with management, develop various sales collateral (i.e. original content, presentations, brochures, etc.).
- Assist in customer solution proof of concept deliverables including financial modeling, ROI analysis, etc.
- Participate in weekly sales meetings with the sales team and management.
- Other responsibilities as assigned by management, including administrative activities.

The above statements are intended to describe the general nature and levels of work performed by people assigned to this position. They are not to be construed as an exhaustive list of all job duties performed by a person assigned to this position. Nor is this summary an employment contract or promise of ongoing employment.