

Equipment Sales Specialist

Our mission is to exceed our customers' expectations as their most reliable, innovative, and trusted lab resource. We achieve this by partnering with customers to solve their most pressing day-to-day challenges and always holding ourselves to a higher standard of product quality, exceptional service, and unmatched support.

Responsibilities

- Field initial equipment request calls
- Prioritize new equipment opportunities from field reps
- Conduct initial qualification of equipment leads based on brief phone discussion or email
- Capture information and transfer qualified prospects to sales representatives
- Ensure new all qualified leads are properly entered and assigned in CRM
- Call existing contacts in CRM database to verify contact information
- Reviewing OPEN opportunities in CRM, contact clients, and update accordingly
- Pull data from CRM for customers eligible for instrument trade-ins/trade-ups
- Contact Mohs clients regarding new product introductions
- Prepare lab layout drawings
- Assist Marketing with preparation for trade shows and training classes

Skills & Abilities

- Excellent verbal and written communication skills
- Friendly, can-do attitude
- Professional demeanor and ability to make great impression on the first call
- Ability to handle rejection well; move on to the next call quickly
- Self-confidence
- Customer focused
- Well organized
- Coachable and willing to learn
- Team player

Avantik is an integrated medical products and services company delivering superior quality instruments, reagents, consumables, and service to the anatomic pathology market consisting of hospital, reference, and physician office laboratories in the US. The company is headquartered in Montville Township, NJ.

Avantik's experienced team and consultative partner approach integrates consumables, service, equipment, and education so that labs focus on what matters most - having everything under control in their laboratory to deliver fast and accurate diagnoses. Avantik offers a full line of consumables and reagents for the histology lab sourced and private label Avantik branded and by distribution of other brands. Avantik has serviced all brands of OEM histology lab equipment for over 40 years and offers best-in-class responsiveness and an industry leading 97% first time fix-rate.

Avantik offers a team orientated, customer service focused environment with competitive compensation, bonus programs, medical (company covers 80% of the cost), dental and vision insurance, 401K (with a match) and more.

Learn more at www.avantik-us.com

Avantik is an Equal Opportunity Employer.