



**SIMSON
MAXWELL**

Title: Customer Support Representative Job Description & Responsibilities

Simson-Maxwell was established in 1941 and is a leading name in the distribution of industrial engines, and the manufacture, sales and service of standby and prime power generator set systems. Simson Maxwell is internationally recognized in the power generation industry for its expertise in the custom design, engineering, sales and service of quality power generation sets and electrical control equipment under the Simmax brand name. See www.simson-maxwell.com for additional information.

POSITION OVERVIEW:

To promote Simson Maxwell's capabilities to provide Customer Support to a wide range of customers.

TERMS:

- Permanent, Full Time – Salary/Commission
- Monday – Friday
- Vacation entitlement: In accordance with Simson Maxwell's "Human Resources Policies & Procedures." (Vacation time cannot be taken during probationary period.)

RELATIONSHIPS:

The Customer Support Representative of Simson Maxwell will develop and maintain good business and/or working relationships with the following:

- Customers and prospective customers
- Service Manager, Parts Manager, Senior Management Team
- Other Simson Maxwell Staff

SUPERVISOR: PM Manager

INTERNAL SUPPLIER (S): Branch Parts and Service Dept.



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EXTERNAL CUSTOMER(S): Simson Maxwell customers, General public
EXTERNAL SUPPLIER(S): Suppliers, Sub-contractors

Territory: **British Columbia**

PRIMARY RESPONSIBILITIES:

- Outside Sales for Customer Service
- Develop QUARTERLY SALES ACTION PLAN – researching customer base and devising logical approach to contact potential **Customer Service** accounts.
- Keep a record of all calls for monthly review
- Pass all leads on Engines, Generator Systems, to the respective sales teams for follow up.
- Adhere to Simson Maxwell's Sales Procedure & Code of Ethics Guidelines.
- Keep Knowledge up to date on current products and all new products and services that Simson Maxwell offers our customers.
- Ability to perform job duties in a timely and efficient manor.
- Typical travel requirement of 1 week per month to allow territory coverage.

Job Duties

- Perform professional presentations or demonstrations of company product(s)/service(s) while on-site.
- Conduct site visits to gather required information for maintenance quotes
- Utilize lost customer information to regain lost contracts
- Penetrate all targeted accounts and radiate sales from within client base.
- Overcome objections of prospective customers.
- Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports.
- Build and foster a network of referrals to create new opportunities for revenue growth.
- Generate and develop new customer accounts to increase revenue, by cold-calling if necessary.
- Ensure follow-up by recording key dates and information with calls-to-action, dates, complete profile information, sources, and so on. (Sharepoint/CRM/NAV)
- Always maintain professionalism, tact, diplomacy, and sensitivity to portray the company in a positive manner.



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- Actively manage call schedule to adequately cover assigned territory in a time-efficient manner.
- Research all potential Customer Support Sales opportunities and retrieve and complete related RFQ tender packages.
- Use marketing data using applicable sales management software tools (NAV) to maximize sales efficiency and effectiveness.
- Maintain accurate records; including sales call reports, expense reimbursement forms, billing invoices, and other documentation
- Conduct information-only presentations, such as seminars, trade show demonstrations, and other efforts.
- Make front-line assessment of market conditions and advise company of findings.
- Build and maintain ongoing awareness of new products and services, competitor activities, and all products that Simson Maxwell offers our customers.
- Update CRM/Sharepoint/Nav daily with any and all pertinent information.
- Ability to perform job duties in a timely and efficient manor.
- Evaluation of new leads and sales generated from field activities.

Training & Development

- Participate in in-house orientation and training

Reporting

- Keep weekly call reports up to date

CUSTOMER SERVICE

- Provide customers with service agreements
- Provide timely quotes for work outside the scope of existing agreements
- Promote monthly sales programmes

Potential Customers

- Ensure all inquiries from potential customers are satisfied
- Follow up on requests