

## JOB DESCRIPTION

<b>POSITION TITLE</b> Digital Sales Specialist (C4A)	<b>DIRECT MANAGER</b>
<b>DIVISION / BUSINESS LINE</b> KALMAR Service Sales	
<b>LOCATION</b> IMEA	
<b>PURPOSE OF THE POSITION</b> Responsible for developing data intelligence using data available in Kalmar Insight to drive parts/service sales and increase subscription sales. Good organization and analysis skills, ease of communication and collaboration, and a strategic business vision. Will be responsible for monitoring the entire activation process and contracts in Salesforce, SAP and other ERP. S/He will also be responsible for internal and external training to promote the use of Insight. Collaborate with sales executives (MEQ and Services), technicians, Sales Centers, customers, Dealers and sales intelligence to drive sales using Insight data.	
<b>KEY ACCOUNTABILITIES</b> <ul style="list-style-type: none"> <li>• Develop and deploy BI projects that solve business problems and requirements, understanding, collecting and analyzing requirements from the commercial and technical areas to create interfaces, reliable metrics, dashboards and other BI solutions, to monitor Kalmar customers' mobile equipment fleets for means of generated electronic data.</li> <li>• Development of intelligence for predictive analysis of fleet parts and services in an automated way, through consumption data.</li> <li>• Development of specific reports to solve needs, problems, interests, competitive activities, potential for new retrofits and services and market conditions of internal and external customers.</li> <li>• Develop database to identify renewal and activation opportunities early to achieve the organization's Insight goals (ensuring the gateway works) through Effective Execution.</li> <li>• Make follow up to the entire activation, installation, central interface, retrofits process including order process, contract terms, delivery and installation.</li> <li>• Conducting training on the product with internal and external customers.</li> <li>• Build, develop and maintain positive relationships with customers (internal and external) by understanding their needs, suggesting suitable products and services, and accelerating resolution of customer issues and complaints to improve customer satisfaction and retention.</li> <li>• Document leads and opportunities in the CRM and keep it updated with reliable information and use it as a primary sales management tool.</li> <li>• Works independently to complete tasks and projects.</li> <li>• Be effective in cost management, travel smart, plan visits in advance and ensure the best results in each client's visit plan.</li> </ul>	

- Elaborate, plan and schedule actions, visits to customers with MEQ and SS team and activities to leverage sales opportunities, as well as material for MEQ solutions and/or services to be presented to customers in the main business segments

#### POSITION REQUIREMENTS

##### Education

- Bachelor's Degree in Information Systems (Systems Analysis)
- Bachelor's Degree in Electrical, Mechanical Engineering

##### Experience

- +5 years working on sales in Industrial segment preferably machinery;
- 2-3 years of Business Intelligence experience;
- Experience in data manipulation using Power Query (M Language);
- Experience with Power BI;
- Experience building ETL streams;

##### Competencies

- Salesforce
- SAP
- Google Suite
- Experience in electronic data interpretation (telemetry in mobile equipment).
- Knowledge of predictive maintenance techniques.
- Knowledge in Power BI - Advance
- Remote Work
- Strategic Prospecting
- Time Management
- Relationships Management
- Fluent English
- Customer Focus
- Ensures accountability

#### WORKING TOGETHER WITH

IMEA Sales Team  
Engineering  
Service Team  
Sales Team  
Dealers Network  
Direct Customers

#### Other information