

# Apprise Software, Inc.

## *Inside Sales Associate – Bethlehem, PA (headquarters)*

### **Position Description**

The Inside Sales Associate works as a critical member of the Apprise Software marketing team to help identify companies that fit our target market and to stimulate demand for our products and services. This would include, but may not be limited to, using the Internet and database mining to identify and research prospective target companies, contacting prospective customers by phone, identifying appropriate contacts within the companies, exploring the companies' business challenges to determine if there is a fit/need for the types of solutions that Apprise Software offers, and setting up appointments for outside sales representatives. As an inside sales associate, the qualified candidate will be responsible for list management, recording and managing ongoing account activity, communicating account status, and coordinating appointments for direct sales teams with identified interested prospects.

This is a great opportunity to understand and gain experience in marketing and selling complex business application software - from target market identification to demand generation and ultimately building top line revenue within a business-to-business technology organization - with career development opportunities into other sales and/or marketing roles.

### **Job Requirements**

Applicants should have an interest in technology related products and services, and be literate with the use of common PC-based applications, such as Microsoft Excel, e-mail, and the Internet. Applicants should also be outgoing self-starters who are detail oriented and have strong interpersonal and communication skills.

A bachelor degree in business administration, marketing, or communications is preferred.

### **Contact Information**

Please send your resume, cover letter, and salary requirements to [jobs@apprise.com](mailto:jobs@apprise.com) and reference *Inside Sales Associate-US* in the subject line of your e-mail.

