



Job Description –Sales Technician (70934)

November 2019

About G2V Optics

G2V is a fast-growing Edmonton-based technology & digital horticulture company. We have unique, world-leading technology with strong revenue growth in the past 12 months. Our mission is to develop and commercialize fully autonomous solutions which enable food production for a growing population while significantly reducing fresh water and land use through automated, integrated, intelligent growing technology. We are an agile team that functions on a startup-style culture based on quick learning, honesty, personal development, and flexibility.

Summary

The *Sales Technician* role reports to the Head Of Sales and is responsible for capturing momentum from G2V's current sales traction and taking things to the next level! The role will require a combination of hustle and strategy to support potential customers through their buying journey and close technical sales.

Our new team member will have an opportunity to be an early employee of our fast growing (10x year over year) company.

The ideal candidate will have an established track record of working closely with clients to achieve successful outcomes and be skilled at gaining a deep understanding of customers' technology needs, with the subsequent conversion to sales.

You should be prepared to present an aggressive 90-day ramp-up plan if interviewed.

Primary Responsibilities

- Provide pre-sales support for qualified opportunities as their primary technical and sales point of contact including needs analysis, product demonstrations, nurturing, and quoting.
- Keep up-to-date on competing products in the market and provide input to product marketing in how to effectively differentiate G2V's value, in addition to product direction in order to stay at the forefront of market trends.
- In conjunction with the Head of Sales, construct, measure, systematize, and scale technical sales processes, including brute force and tool-building for prospecting, segmentation, assessment, and quoting.
- Contribute to technical marketing materials – including generation of written content, whitepapers, spec sheets, and blogs – to effectively communicate G2V's products and improve efficiency of customers through the sales funnel.
- Aid product development team by capturing and communicating customer needs and opportunities.
- Contribute to process development and the continuous improvement of the Sales department.



Target Skills & Qualifications

The successful candidate will have:

- 3+ years' direct sales technology experience, ideally in scientific instrumentation, solar cell characterization, or electronics.
- Experience with CRM & ERP systems for customer management.
- The ability to work independently, prioritize, and create organized systems.
- Exceptional written and verbal communication skills, with careful attention to detail.
- A working knowledge of physics, chemistry, electronics, or optics is considered a strong asset.

To Apply:

Please send a covering letter and current resume as a single document to jobs@g2voptics.com, with a subject line referencing the job title "Sales Technician".

G2V Optics Inc. thanks all candidates for their interest and regrets that due to application volumes only those individuals selected for interview will be contacted.