



Job Description – Scientific Instrument Sales (70935)

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 *Scientific Instrument Sales* 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 grow the sales pipeline, track down leads, 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 established track record of sales successes within the scientific instrument realm and be skilled at gaining a deep understanding the technology needs of our customers, with the subsequent conversion to sales.

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

Primary Responsibilities

- Research, engage, and develop relationships with new and existing commercial customers in academic research and industrial R&D through direct contact business development, planning and managing conference & trade show activities, and delivering workshops
- 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
- Work closely with the Digital Marketing team to optimize lead generation and account-based marketing
- Drive sales through the pipeline by learning customer requirements, writing proposals, and closing deals
- 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 experience in the scientific instrument space. Microscope, solar cell characterization, or other optical instrumentation sales experience would be ideal.
- Experience with CRM & ERP systems for quoting and customer management.
- The ability to work independently, prioritize, and create organized systems
- Exceptional written and verbal communication skills, with careful attention to detail
- Strong technical knowledge in one or more of the following areas: scientific instrumentation, electronics.
- 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 "Scientific Instrument Sales".

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.