



1575 44TH ST SW, SUITE 200
WYOMING, MI 49509

WWW.BASICONLINE.COM
800.444.1922

BASIC's integrated HR solutions come full circle for employers nationwide. Established in 1989, BASIC is a privately owned company headquartered in Portage, Michigan and has grown into one of the largest TPA's in the nation. Leveraging 26 years of experience, over 10,000 employers trust BASIC with a wide range of HR responsibilities. BASIC's growing team of experts allow employers to control costs, manage risk and improve staff focus and effectiveness.

Our success is solely attributable to our people. Together, we work in a collaborative, team-based environment to achieve BASIC's commitment to superior service year after year.

We are seeking a **Sales Specialist to work in our Grand Rapids, MI location**. We are looking for experienced individuals with a successful track record who will be responsible for aggressively growing our customer base. We are seeking candidates who want to make a career in sales – either inside or outside selling.

The ideal candidate will begin as a Sales Specialist and view this position as a way to prove themselves while learning BASIC's services and customer base. After approximately two years of successfully producing results in this role, it may be possible to join the ranks of our Outside Sales Team as a Regional Director with the chance for additional responsibility and compensation. The potential also exists to relocate to open up new markets for BASIC as a Regional Director for our Outside Sales Team.

- Generating and qualifying leads through prospect/current client calling.
- Managing and following up on all leads.
- Conducting sales presentation and product demonstrations via phone and GoToMeeting.
- Closing sales and meeting monthly sales goals in accordance with development plan.
- Working closely with the outside business-to-business sales team.
- Utilizing resources available at BASIC to complete your goals.
- Maintain product knowledge to explain why BASIC is the best choice for clients.
- Actively manage calling schedule to adequately cover assigned territory in a time-efficient manner.
- Use applicable sales management software tools to maximize sales efficiency and effectiveness. Utilize BASIC's information systems to track leads and record prospect status.



1575 44TH ST SW, SUITE 200
WYOMING, MI 49509

WWW.BASICONLINE.COM
800.444.1922

Requirements

- Bachelor's degree in Communications or Business is preferred.
- Prior sales experience of at least one year is preferred.
- Exceptional time management and organization skills.
- Sales and goal oriented.
- Excellent oral and written communication skills and is energized by talking with people.
- Ability to work independently or as part of a team.
- Excellent listening skills.
- Self-motivated with an engaging level of enthusiasm. Demonstrates resiliency, passion, and integrity.

**To apply, please submit a cover letter, wage requirement and resume
recruiting@basiconline.com.**