

Inside Sales Representative

MRL Company is an independent sales agency servicing the electrical markets in Minnesota, North and South Dakota, and western Wisconsin. MRL has a long-standing reputation for representing quality manufacturers in our market. We are an experienced, well-respected, and aggressive organization that emphasizes long-term goals in promoting the products and services of the manufacturers we represent. We're looking for a driven and detail-oriented Inside Sales Representative to support our outside sales team, distributors, contractors, and end users through excellent customer service, quoting, and sales support.

Key Responsibilities

Sales Support & Execution:

- Respond to customer inquiries via phone, email, and online platforms in a professional and timely manner.
- Prepare and manage quotes, pricing requests, and submittals to support outside sales efforts.
- Provide product recommendations and technical support to distributors, contractors, and end users.
- Partner with outside sales to follow up on leads, close opportunities, and grow existing accounts.
- Support and execute manufacturers' promotions, programs, and campaigns.
- Track opportunities, maintain CRM/ERP data, and monitor pipelines for assigned manufacturers.

Customer Relationships:

- Develop and maintain strong working relationships with distributor partners, contractors, and key accounts.
- Assist in scheduling and coordinating training sessions, webinars, and customer events.
- Serve as a reliable point of contact for customers, resolving issues quickly and effectively.
- Actively capture customer and market feedback to share with outside sales and management.

Internal Collaboration:

- Work closely with outside sales representatives to achieve sales goals.
- Coordinate with manufacturer partners on pricing, programs, and order requirements.
- Provide accurate, timely reporting of sales activities, quotes, and account updates.
- Actively participate in team meetings, trainings, and strategic planning sessions.

Commitment to Continuous Growth

- Participate in ongoing product and manufacturer trainings to build knowledge and expertise.
 - Develop a strong understanding of assigned vertical markets and product applications.
 - Stay current with technology and tools used in sales operations.
 - Maintain compliance with company policies and contribute to continuous improvement.
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Qualifications

Required Skills:

- Strong communication skills—verbal, written, and over the phone.
- Highly detail-oriented with strong organizational and time management skills.
- Ability to manage multiple priorities simultaneously.
- Proficiency with Microsoft Office and CRM/ERP systems.

Required Knowledge:

- Associate degree or equivalent experience.
- Two or more years of experience in the electrical industry preferred, or inside sales/customer service experience in a related field.
- Comfort with technology, quoting systems, and business applications.

Required Personal Attributes:

- Builds and sustains both internal and external relationships.
 - Acts with integrity, inspires trust, and communicates openly.
 - Takes initiative and is accountable for actions and results.
 - Demonstrates urgency, professionalism, and persistence in achieving goals.
 - Committed to personal and professional growth.
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