



Inside Sales & Business Development Representative

Lapp Tannehill is a leading provider of high-quality industrial electrical wire, cable, and electrical connectivity solutions. We supply critical electrical infrastructure components to the automation, manufacturing, technology and infrastructure sectors. We are expanding our team and looking for a driven, full-cycle **Inside Sales & Business Development Representative** to hunt new business, close deals, and build a lucrative career.

Built for Your Success (Why Join Us?)

We don't expect you to build a pipeline from scratch, do endless cold-calling or get bogged down in paperwork. We set you up to hunt and close:

- **Steady Lead Flow:** Our marketing team provides a consistent stream of qualified inbound leads for you to engage and close.
- **Targeted Opportunities:** You will be handed a curated list of high-potential "whitespace" target accounts to unlock massive revenue.
- **Operational Support:** Dedicated non-sales support teams handle your administrative burdens, keeping you free to focus entirely on selling.
- **Career Path:** Clear trajectory to senior sales and account management roles.
- **Field Sales Partnership:** Collaboration with our outside field team to tag-team major accounts, leveraging their face-to-face customer visits to accelerate your remote deals. Everybody wins.

Your Daily Responsibilities

In this hybrid role, you will own the sales cycle from initial contact to the final purchase order.

- **Quote & Close:** Provide rapid pricing, generate quotes, and process orders when velocity is needed to secure the business while always providing a "white-glove" level of customer service and responsiveness.
- **Consultative Selling:** Uncover customer cable and connectivity requirements and position our inventory and solutions sourced from our 250+ manufacturing partners.
- **Strategic Prospecting:** Execute outbound campaigns via phone, email, and LinkedIn to target OEMs, wire harness manufacturers, electrical contractors, panel shops and systems integrators.
- **Relationship Building:** Nurture inbound marketing leads and cross-sell into high-value whitespace accounts.
- **CRM Accuracy:** Maintain clean, real-time data records leveraging our easy-to-use AI-enabled CRM system that allows you to focus on selling to high value prospects instead of manual data entry.

What We Are Looking For

- **The Hunter Mentality:** High resilience, competitive drive, and a passion for closing new business.



- **Technical Aptitude:** Ability to learn industrial product specifications and supply chain dynamics quickly while leveraging our in-house and partnered network of technical experts.
- **Strong Communication:** A confident phone presence and sharp, professional business writing skills. Best practices in email and LinkedIn prospecting and engagement is a plus.
- **Team**
- **Experience:** 1–3 years of B2B sales, inside sales, or high-volume SDR experience is preferred. Experience in industrial distribution or manufacturing is a major plus.

Competencies/Qualifications

- Self-directed with high-level of self-initiative and a sense of urgency in completing tasks with detail.
- Must have excellent communication skills including strong phone/selling skills and possess the ability to communicate persuasively and build strong relationships.
- Demonstrates a relentless drive and proactive approach in identifying and pursuing new leads, opportunities, and potential clients with a hunter mentality.
- Experience and proficiency in CRM systems. Transactional knowledge in ERP systems a plus.
- Demonstrate excellent interpersonal skills, a strong work ethic, and a positive attitude.
- Strong ability to communicate and collaborate with Marketing, Business Development (Marketing Qualification) and Regional Sales teams.
- Possesses excellent organizational and time management skills.
- Demonstrates knowledge of the market and our competition. Uses this knowledge to one's advantage.
- Bachelor's degree (B.A.) from a college or university program; or minimum of 3 years of inside selling experience in the wire and cable industry or related experience and/or training in a related field(s) or equivalent combination of education and experience.

Compensation/Benefits

After thorough market analysis, LAPP takes many factors into consideration when determining base salary such as experience, knowledge, skills, abilities, etc. of the candidate. The base salary range for this role is \$65 – 75K plus participation in Lapp Tannehill's sales commission plan. We also offer a comprehensive benefits package including Medical, Vision, Dental, Paid Time Off, Paid Holidays, 401(k), HSA/FSA, Life Insurance, and more!

LAPP is an equal opportunity employer committed to building a diverse and inclusive team.