

**Job Title:** Lab Sales and Marketing Manager

**Job Summary:** Lead strategies to increase testing activities and improve customer interactions and brand recognition.

**Salary:**

**Duties and Responsibilities:**

- Lead all sales and marketing operations, set best practices, and perform internal audits designed to evaluate performance, as well as identify opportunities for more efficient operational processes.
- Estimate, negotiate, and quote prices, credit, contract terms, and delivery dates.
- Prepare and negotiate sales contracts and order forms.
- Visit and consult with clients before and after sales or contract signings to resolve problems and to provide ongoing support.
- Monitor market conditions, testing innovations, competitors' products, prices, sales, regulatory and legal conditions.
- Perform administrative duties, such as preparing sales budgets and reports, keeping sales records, and filing expense account reports.
- Set sales goals and initiatives, and adjust pricing, promotions, and tactics based on need and industry knowledge.
- Prepare reports, budgets, and ensure proper record-keeping practices to measure productivity or goal achievement or to identify areas needing cost reduction or program improvement.
- Contact regular and prospective customers to demonstrate services, explain service features, and solicit orders.
- Identify prospective customers and marketing opportunities by using business directories, following leads from existing clients, participating in organizations and clubs, providing education, and attending trade shows and conferences.
- Ensure completed testing of products in the projected timeline.
- Meet and exceed personal sales volume and goals.
- Execute high customer experience standards, to include a world-class culture and industry-leading customer engagement through strong sales and marketing techniques and industry knowledge.
- Oversee and mentor staff and provide leadership, training, guidance, and support to staff that fosters continuous learning and improvement in performance.
- Interact with other internal groups to provide customer feedback and process improvement suggestions.
- Complies with all security, safety, and legal requirements.
- Actively participate in the recruitment, interview, and hire process of filling open positions in a timely manner based on nursery performance and volume.
- Ensure staff onboarding and new hire training completion.
- This role routinely uses standard office equipment, technology, and software.

**Working Environment:**

- Will work in a laboratory environment.
- May require local and state-wide travel.
- May be required to work outdoors and/or during inclement weather.

**Minimum Qualifications:**

Age: 18 years of age

Education: High school diploma or equivalent.

**Experience:**

- Previous sales experience in a fast-paced environment.
- Valid driver's license, depending on the location.

**EEO Statement:** [Company Name] is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. [Company Name] makes hiring decisions based solely on qualifications, merit, and business needs at the time.