



## IC Biomedical Job Description

### Job Title: Inside Sales

IC Biomedical is a leading manufacturer of cryogenic freezers and cold storage solutions serving the life sciences, healthcare, and industrial markets. We are dedicated to providing high-performance, reliable products that support critical applications in biobanking, research, and cryogenic storage.

### Job Summary

IC Biomedical is seeking a motivated and results driven **Inside Sales Representative** to join our team in Cartersville, GA. The successful candidate will play a key role in developing customer relationships, identifying new business opportunities, and driving sales growth.

This position is primarily office-based, with approximately 25% travel required for customer visits, trade shows, and regional events. The Inside Sales Representative will also assist in managing digital marketing initiatives to generate qualified leads and enhance customer engagement.

### Essential Duties & Responsibilities to Include:

- Develop a comprehensive understanding of IC Biomedical's products and value propositions to effectively communicate with customers.
  - Prospect with end users to uncover new opportunities and identify potential sales leads.
  - Manage and execute digital marketing campaigns (email, social media, and online promotions) to support lead generation and brand awareness objectives.
  - Identify, generate, and qualify new sales opportunities through outbound communications and follow-up on inbound inquiries.
  - Maintain and expand relationships with existing customers, ensuring satisfaction and promoting repeat business.
  - Prepare and deliver quotations, proposals, and relevant product information in a professional and timely manner.
  - Collaborate closely with field sales and operations teams to coordinate efforts and achieve revenue goals.
  - Accurately maintain all customer interactions, leads, and opportunities within the CRM system.
  - Represent IC Biomedical at industry events, trade shows, and customer meetings as required (up to 25% travel).
  - Consistently achieve or exceed established sales and performance targets.
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## **Qualifications**

- Strong interpersonal and communication skills, with the ability to build and maintain professional relationships.
- Highly organized with strong attention to detail, follow-through, and time management skills.
- Proficiency in Microsoft Office Suite and CRM software applications.
- Willingness and ability to travel approximately 25% for customer and industry engagements.
- Must be able to travel at least 25% and attend trade shows

## **Education and Experience**

- Minimum of 2 years of experience in insdie sales, business development, or account management; experiene in technical or industrial sales is advantageous.
- Associate or bachelor's degree in marketing, Business, or related discipline preferred.

## **Safety**

- Follow all PPE and safety rules.
- Promote a safe and healthy work environment.
- Ensure compliance with all regulatory and company policies and procedures.

## **Location**

Onsite – Cartersville Manufacturing Plant 1031 Cass White Rd NE Cartersville Ga 30121

## **Why Join IC Biomedical**

At IC Biomedical, you will be part of a dedicated and growing team committed to innovation, quality, and customer success. Our products play a vital role in advancing scientific research, healthcare, and biobanking — industries that make a global impact. We offer a collaborative work environment where your contributions are valued, and your professional growth is supported.

We provide:

- Competitive compensation with performance-based incentives.
- Opportunities for career development and advancement.
- A culture of integrity, teamwork, and continuous improvement.
- The opportunity to contribute to a company advancing the future of cryogenic storage technology.

IC Biomedical is an equal opportunity employer.