



Inside Sales Representative Positions – Profile/Job Description

Position Background and basic requirements:

Truth Technologies, Inc. (TTI) was founded in 1996 as a premier provider for anti-money laundering (AML)/know your customer (KYC) software solutions. One of the first companies of its kind and one of the pioneers of utilizing Software as a Service (SaaS) applications to assist customers around the globe.

TTI is preparing to build a new sales team to support the release of a brand-new product. The new Inside Sales Representatives will be an integral part of this team, helping to develop meaningful relationships with new customers and handling customer inquiries.

The position is located in Naples (FL). Although many meetings with clients are done virtually, having sales employees physically attend the main office is very important at TTI.

The successful candidates must have a passion for communicating with others over the phone, via email, over social media networks, or over video conferencing. Communication with co-workers at TTI is also extremely essential, as the individual in this position will be working with co-workers from the sales department very closely.

Experience with business-to-business (B2B) sales is not necessary, but beneficial, as the vast majority of TTI's customers are corporate businesses. Candidates should be comfortable dealing with large organizations and small mom-and-pop stores.

The candidates must also be very well organized and be willing to learn how to interface with the company CRM (SalesForce).

Technical knowledge will be a necessary skill of the candidates, as the position requires the ability to schedule & host virtual meetings and converse with prospects digitally. The candidates must be able to explain some basic technical terms (such as batch uploading, APIs, and server management) to customers. The candidates will also be expected to have the ability to create visually appealing documents (such as price quotes, agreements, marketing materials) to be sent to customers.

Job Description:

This is an entry-level sales position with lots of room for growth and to gain experience in many new things including the financial/compliance market, technology, marketing, and more. Part-time or full-time positions are available.

The individual should have excellent interpersonal skills and a passion for selling. This is a prospecting role with the goal of gaining interest from a prospect and setting up the next steps in the sales process. The candidate must be persistent while always staying positive. The role will require getting to understand the client base through research and market



knowledge. The role requires someone who can stay calm and handle questions and possible rejection. Navigating conversations and being able to think and act quickly are essential skills. A lead list will be provided, and the candidate will be asked to help in creating new lead lists as well.

AML/KYC: through both in-house and external training, the ideal candidate will become conversant with the various markets of the AML/KYC regulations across the world, while also understanding the role and responsibilities of Compliance Officers.

The candidates will also be expected to provide the customer's & prospect's feedback to TTI's sales team to ensure that TTI's products, features, and offerings improve by including the needs and remarks collected during conversations between the prospects/customers.

The bulk of TTI's customers are located in North America, the Caribbean, Europe and Central and South America, hence the advantage of speaking both English and Spanish; additional popular languages (such as Arabic, Chinese and Hindi) are considered a plus.

Summary of Tasks & Activities

The tasks in this position are summarized as:

- Inside Sales:
 - Assist in developing strategic sales plans to maximize the introduction of new products and partnerships.
 - Generation of prospects & new markets.
 - Gaining interest from a prospect and setting up the next steps in the sales process.
 - Contacting individuals by email and phone from a provided list to obtain new opportunities.
- Sales administration:
 - Keep detailed notes on leads, activities, and prospects by uploading to Salesforce CRM
 - Sharing detailed, organized information or documents with other members of the team
 - Following workflows, in both sales and documenting processes