



**Position Name:** Inside Sales Representative  
**Reports to:** VP Business Development  
**Division or Department:** Sales

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Lumenera Corporation, headquartered in Ottawa, Canada, is a leading developer and manufacturer of high performance digital products and solutions. Lumenera cameras are used worldwide in a diverse range of industrial, scientific and security applications, such as machine vision, medical research and homeland security.

Lumenera's swift response to market requirements combined with its advanced design, manufacturing and marketing capabilities has enabled the company to quickly establish itself as a market and technology leader in the markets it serves.

We have enjoyed much success in our recent past - receiving awards from OCRI for 'Technology Company of the Year', Ottawa Business Journal's 'Fastest Growing Company', and an award for 'Exporter of the Year' from the Greater Ottawa Chamber of Commerce. To learn more about our accomplishments please visit the News and Events area of our website at [www.lumenera.com](http://www.lumenera.com).

Lumenera is a wholly-owned subsidiary of Roper Industries Inc. [NASDAQ – ROP]; a diversified industrial company that produces engineered products for niche markets. Lumenera leverages Roper and its affiliates, further expanding our reach with access to their global supply chain.

Lumenera is seeking innovative and enthusiastic individuals to join our team who will help us drive next generation products and achieve corporate goals. Are you ready to make a difference in the world of digital imaging?

**Objective:**

We are seeking a highly motivated individual for the role of Inside Sales. Ideally the successful candidate will possess some experience in sales, but we're willing to teach you the 'ropes' of our business. You'll spend ~75% of your time dedicated to qualifying and converting new leads from inbound leads; and ~25% of your day dedicated to outbound prospecting via telephone and email to develop new opportunities. We have high expectations but offer room for personal and professional growth within our fast paced company.

**Job Summary:**

- Qualify and convert new leads from marketing campaigns, web, and trade show efforts.
- Outbound prospecting via telephone and email to develop new opportunities.
- Proactively manage existing (smaller) accounts.
- Develop new customers within your targeted markets.
- Seek and gather appropriate information in passing larger accounts to the Business Development group.
- Assist Business Development team members with larger and strategic accounts.
- Mine existing CRM database for lead conversion and dormant accounts.
- Prepare quotes and occasional proposals.
- Provide weekly input and updates to your individual forecast.
- Achieve divisional and individual revenue/margin targets on a monthly basis.
- Gather market intelligence and future growth opportunities and communicate to other team members as appropriate.
- Other related duties as required.

### **Job Requirements:**

- Ideally two (2) years of commercial sales or sales support.
- Proven track record of identifying, qualifying, and closing of sales opportunities.
- Desire to hunt for new business.
- The ability to forecast and assess revenue opportunities as well as demonstrated success in driving and meeting revenue expectations.
- Professional telephone and negotiation skills. Must build confidence with decision makers.
- Position will require a modest grasp of technical product knowledge.
- Excellent written and verbal communication and influencing skills are required. Proficient in Microsoft Office: Word, Excel, etc.
- Team oriented with excellent interpersonal skills. Must work cooperatively with others.
- Travel: 1-2 trips per year as required.

### **Assets:**

- Experience with SalesForce.com
- Industrial/Scientific product or Imaging related background is a definite asset.

### **Working Conditions:**

- The incumbent will be required to work at a computer workstation for several hours at a time.
- Travel to client sites or trade shows may be required. For this reason, incumbents must possess a valid passport and driver's license.
- Every employee is required to undergo a security assessment which is conducted by Lumenera Designated Officers as per the requirements of the Controlled Goods Program.

### **Compensation and Benefits:**

Lumenera offers competitive salaries that are commensurate with experience. For this position, it will be comprised of a base salary and commission program.

We are pleased to offer our employees a comprehensive medical benefits program (health, dental, vision), as well as a group RRSP program, which matches up to 3% of your base salary, but is dependant on your personal contributions. We also provide employees with 5 paid sick days in lieu of Short Term Disability.

In most positions, we offer 3 weeks vacation to start, and 4 weeks after 5 years of continuous service.

All of these benefits are available to employees after a 3-month wait period.

We have an established Joint Health & Safety Committee as well as a Social Committee, which are both comprised of volunteer members. Lumenera also has a Charitable Donations program available to all employees.

All valid and approved business related expenses will be reimbursed to the employee.