



## Business Development Specialist

Solar Technology, Inc. (SolarTech) is an ISO-9001:2015 certified manufacturer of high-tech, specialized construction equipment used for the management and control of traffic in and around work zones associated with road, highway, and bridge construction, maintenance, and repair. Defined by reliability, we are the oldest manufacturer of portable trailer mounted solar powered flashing Arrow Panels and Changeable Message Signs. SolarTech conducts *all* product research, design, development, manufacturing, service, and support at its single facility in Allentown, PA. We are thrilled to extend the opportunity for the best qualified candidate to join our team as the Business Development Specialist.

SolarTech is seeking a dynamic, detail-oriented, and experienced Business Development Specialist. This role is designed to manage product approvals to meet industry standards, identify prospects, and qualify them as potential buyers of SolarTech's products and services. This position will work directly with the inside and outside sales teams, customer service, and marketing. The Business Development Specialist is vital to the execution of our mission: meeting, then exceeding, customer requirements and ensuring customer satisfaction.

### Job Summary

The Business Development Specialist will focus on two primary responsibilities: managing all product approvals within inside sales and collecting and evaluating potential sales opportunities. Product approvals require compliance with state and federal industry regulations. Generating sales leads will include active pursuit of leads through cold-calling, networking, digital marketing efforts, and building relationships with prospective customers. This position will report to the Director of Inside Sales.

### Job Requirements:

- Bachelor's degree in business administration, marketing, or a technical field preferred.
- 3+ years of experience in lead generation, product certifications, or a related role.
- Tech Savvy: Strong research skills and experience with lead generation software (e.g. Construct Connect).
- Familiarity with sales and customer management systems: (e.g. SAGE100 ERP and SPIRO CRM).
- Proven ability to manage multiple tasks and meet time sensitive deadlines.
- Knowledge of certification and regulatory compliance processes, preferably within the construction or traffic control industry.
- Excellent organizational, analytical, communication, and customer service skills.
- Data Analysis and reporting, strong analytical skills using data to measure and optimize lead generation efforts.
- Team Collaboration, ability to work effectively with cross-functional teams, particularly sales and marketing.

### Essential Job Responsibilities:

- Utilize platforms, software, and internal systems to identify and qualify sales leads across all product lines: SolarTech traffic control equipment, SolarTrak fleet management solutions, and SmartZone ITS software.
- Proactively collaborate with the Regional Sales Force to research, process, and distribute leads and ensure timely follow-up with customers.

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- Track lead outcomes, including quote win/loss rates, provide regular reporting to sales leadership, and manage lead generation data; tracking Key Performance Indicators (KPI's) that reflect the success of lead generation strategies to include metrics like response rates, conversion rates, and lead qualification.
- Maintain customer profiles
- Manage all aspects of product certifications, recertifications, and approvals, ensuring compliance with state and federal regulations.
- Manage applications for new product approvals and coordinate with Departments of Transportation (DoTs) for testing, demonstrations, and documentation.
- Maintain a schedule for periodic recertifications (e.g., annual, bi-annual, and longer intervals) and ensure timely completion of requirements.
- Manage approval applications and updates related to evolving specifications and standards.
- Understand and utilize internal systems (SAGE100 ERP and SPIRO CRM) for sales order entry and customer account management.
- Support customer service by maintaining quality standards and resolving customer inquiries and complaints.
- Partner with production teams to forecast lead times, address delays, and coordinate delivery schedules.
- Assist in creating sales reports, pricing structures, and marketing materials as needed.

**Benefits:**

- Medical, dental, vision, life insurance, short term disability, long term disability, Paid Time Off (PTO), vacation, and 401k program with employer match
- We have a dynamic culture with our team members who are encouraged to contribute, change, grow, and opportunity for rewards accordingly

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