



Inside Sales Manager

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 seeking a highly organized, customer-focused, and technically adept Inside Sales Manager to join our growing team. This elevated role will take the lead on managing inside sales functions, overseeing two direct reports, and acting as a key liaison between internal departments and the broader sales team.

Position Summary

The Inside Sales Manager is responsible for the daily operations of the inside sales function: managing order entry and processing, customer account maintenance, and supporting business development initiatives including lead generation. This position will also manage and submit product approvals to various Department of Transportation (DoT) agencies across the U.S. for inclusion on Approved Product Lists (APL) or Qualified Product Lists (QPL).

This role reports to the Director of Inside Sales, working closely with the Director of Outside Sales, Regional Sales Managers, Manufacturer Representative Groups, and Production Team.

Key Responsibilities

- Manage and oversee the inside sales team to ensure timely, accurate, and professional execution of sales operations.
- Oversee and assist with entry and processing of all sales orders, coordinating with production to meet customer delivery timelines.
- Account Manager: customer account maintenance and support resolution of customer issues in partnership with customer service.
- Lead Generation: identify, qualify, and distribute sales leads using research tools, networking, and software platforms (e.g., Construct Connect).
- Support Regional Sales Managers and Manufacturer Representatives by providing lead data, documentation, and proactive communication.
- Manage lead tracking reports, win/loss analysis, KPIs, and other sales metrics to evaluate and improve pipeline performance.
- Manage the product approval process hands on including applications, documentation, coordination with DoTs, potential demos, and ongoing compliance tracking.

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- Manage, monitor, and update approvals based on changing standards, ensuring timely submission of recertification applications to include filing online orders and execution of work processes.
- Responsible for communication with production: coordination, communicating order-specifications, and forecasting needs.
- Support strategic sales planning, projections, pricing proposals, and marketing initiatives by providing needed data and sales dollar volume.

Qualifications

- Bachelor's degree in business or a technical field preferred. Minimum of 3+ years in sales operations, inside sales, or business development with supervisory experience
OR
- 5+ years of experience in sales in like-industry role (traffic control, construction equipment, or related fields).
- Proficiency with ERP and CRM systems (e.g., SAGE100, SPIRO).
- Excellent communication, interpersonal, and team management skills.
- Strong Leadership skills with the ability to coach and motivate a team
- Strong analytical and organizational skills
- Familiarity with industry regulations and DOT product approval processes is highly preferred
- Demonstrated ability to manage multiple projects and deadlines simultaneously.
- Ability to travel occasionally
- Exceptional attention to detail

Compensation & Work Schedule

Annual Salary: \$75,000 – \$90,000

Full-time, onsite: 8:00 AM to 5:00 PM, Monday through Friday

Occasional travel required

Benefits

- Medical, dental, vision, life insurance, short and long-term disability
- PTO and paid vacation
- 401(k) with employer match
- Opportunity for growth, development, and leadership in a dynamic team environment

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