

<https://wikimotive.com/careers/administrative-sales-assistant/>

## Administrative Sales Assistant

### Description

#### Similar Job Titles

Some similar roles might include:

- Sales Support Specialist
- Sales Administrator
- Sales Coordinator
- Sales Operations Assistant
- Sales and Marketing Assistant

#### About Wikimotive

Wikimotive is a boutique digital marketing agency, with a growing client list of ~150 auto dealers located all over North America. We boast of class-leading services and steadfast commitment to excellence in product quality and client relationships. We are proud to be results-driven and a breath of fresh air in our industry.

An ideal Wikimotive candidate is motivated, proactive, embraces expectations of accountability, and has a strong commitment to excellence in all that they do.

At Wikimotive we encourage growth and advancement while giving our people the freedom to be individuals and choose their own path to success.

Wikimotive has been in business for 15 years, we are growing, and we recognize merit and performance over seniority.

#### What is an Administrative Sales Assistant (ASA) at Wikimotive?

Wikimotive is growing, and we need a driven individual to help our sales team keep up! With a focus on subject matter expertise, Wikimotive's sales process is more about education and win-win alignment — between our solutions and our clients — than it is hard selling and flashy tactics. Today, the biggest thing missing from our sales team is an individual who can help us stay in front of prospective clients who are interested, but may not have been ready to sign up yet.

The job of the Administrative Sales Assistant is to enable business development and sales efficiency by engaging in peripheral sales functions, organizing and triaging company sales efforts, and assisting in marketing functions. Success in this role is the effective force multiplication of the sales team, demonstrated by securing more product demos and letting fewer prospects slip through the cracks. This position reports to the executive in charge of sales activities.

Sound like the job for you? Start by taking a quick assessment here – [Sales Assistant Assessment](#) and send us over your resume and cover letter by clicking the “Apply Now” button!

Skilled AF but don't meet a few requirements? Apply anyway and tell us what you're

#### Hiring organization

Wikimotive, LLC

#### Duration of employment

On-going

#### Industry

Digital Marketing

#### Job Location

70 Main St, 03458, Peterborough,  
New Hampshire  
Remote work possible

#### Working Hours

~40hrs/wk

#### Base Salary

\$ 45,000+ Compensation  
commensurate with experience

#### Date posted

December 10, 2024

missing. We can work with certain skill gaps if you have the drive to do well.

## Responsibilities

The following duties are a work in progress and this role is the first of its kind at Wikimotive. These duties are in approximate order of importance but will be subject to change with time and constructive input from the ASA.

1. **Mining CRM Opportunities:** Work through Wikimotive's CRM to identify target opportunities with guidance from the sales executive.
2. **Prospect Follow-Up:** Track, manage, and follow up with existing prospects to ensure continuous engagement and move opportunities through the sales pipeline.
3. **Cold Calling and Lead Outreach:** Proactively cold call known prospects to introduce company products/services and generate potential leads for the sales team.
4. **CRM Management:** Regularly update and maintain the CRM system (HubSpot), ensuring accurate, clean, and up-to-date records.
5. **Sales Reporting:** Assist in generating sales reports, tracking key metrics, and providing actionable insights to the sales executive.
6. **Marketing List Creation:** Collaborate with the marketing team to build and maintain targeted marketing lists for outreach campaigns.
7. **Marketing Support:** Work with the sales executive and marketing to design and deploy outbound marketing campaigns, track their effectiveness, and support follow-up activities with prospects.
8. **Meeting Preparation:** Prepare necessary documents, presentations, and market research materials for sales meetings (training to be provided).
9. **Sales Calls:** Answer inbound sales calls, asking basic exploratory questions, answering basic product questions, and scheduling next steps.
10. **Scheduling and Calendar Management:** Manage the sales executive's calendar, scheduling meetings, calls, and reminders, ensuring they stay on top of important tasks and follow-ups.
11. **Administrative Support:** Provide general administrative support to the sales team, including handling phone calls, managing correspondence, and assisting with travel arrangements when needed.
12. **Team Coordination:** Act as a liaison between the sales, marketing, and operations teams to aid smooth communication and coordination on ongoing projects and campaigns.
13. **Conferences:** May be asked to attend trade shows and conferences.

## Qualifications

- 1-3 years of experience in administrative support, sales support, or customer service roles
- 1+ years experience in the automotive industry preferred
- Experience working remotely with little or no direct supervision
- Familiarity with sales processes and CRM systems (we use HubSpot)
- Detail oriented
- Driven to operate with excellence without supervision
- Self directed; Able to self-manage
- Proficient in Google Docs, Google Sheets, Google Slides
- Highly organized; able to task switch without losing place
- Outgoing personality
- Out-of-the-box thinker (e.g. fresh approaches to prospect communication to elicit a reply)

## Job Benefits

- Compensation \$45,000 – \$70,000 (compensation commensurate with experience)
- Potential for future performance bonuses
- Generous vacation and sick time
- Fully paid medical insurance for every Wikimotive employee
- 401(k) with company match
- Regular company paid lunches, company stocked snacks and drinks for in-office employees
- Flexibility for family needs