



Hiring Entity: Thruline Marketing, Inc.
Hiring Entity Location: Remote - US
Position Title: Sales Representative
Department: AllTrucking
Position Reports To: Chief Operating Officer

Diversity Statement: Thruline Marketing is an equal opportunity employer. We believe a diverse and inclusive team makes us better at creating products and delivering services that meet our stakeholders' needs. We strongly encourage applications from candidates whose background, identity, or ability is underrepresented.

Job Location: The duties of the position can be performed remotely from the U.S. If the candidate prefers, workspace is available in the corporate office in Overland Park, KS.

Position Summary: AllTrucking, a division of Thruline Marketing, is seeking a Sales Representative to source, nurture, and close trucking carrier or trucking school contracts for its driver recruitment and wraparound marketing services.

Commercial trucking is the backbone of the U.S. economy, but many carriers and commercial driving schools are struggling to efficiently identify and hire or enroll drivers to keep up with demand. As Sales Representative, you will be pivotal to Thruline Marketing's highest-growth-potential business.

In your role, you will secure meetings with decisionmakers at trucking carriers (with a focus on small- to medium-sized companies) and trucking schools, customize and present our solutions to prospective clients' driver recruitment challenges, and close deals for AllTrucking services. These services include delivering truck driver applicants, managing clients' driver recruitment budgets to place ads and job postings, applicant screening and engagement solutions, and turning carriers' own historical applicant pool into fresh candidate inquiries.

Additionally, working with the Chief Operating Officer and other senior leaders, you will help set up the process and sales funnel by giving input to prospecting and lead scoring as well as the creation and development of sales collateral.

We're looking for candidates who:

- Are competitive and want to make a mark in growing a new business with a seasoned team
- Thrive when working independently—our small team is collegial and accessible, but we are not a large team with a deep bench of sales professionals
- Are adaptable and willing to test different approaches



TYPICAL FUNCTIONS/RESPONSIBILITIES

Contact prospective customers through outbound calls from a mix of qualified leads, referrals, and (primarily) industry research lists of decisionmakers to set up initial meetings

Use internet research to enrich prospective customer profiles and tailor initial and subsequent pitches

Through email, video conference, and/or phone, lead or organize series of meetings with client decisionmakers to learn about their driver recruitment needs and recommend AllTrucking solutions

Customize sales collateral such as presentations and email documentation to appeal to prospects

Ensure a seamless transition of customer accounts to account manager

Monitor competition to understand pricing, product gaps, and marketing techniques and productively recommend changes to company's offering as needed

Maintain and produce sales reporting to keep senior management informed about health of pipeline

MINIMUM QUALIFICATIONS

Excellent sales skills, including the ability to listen and adapt to customers' needs, create and deliver persuasive presentations and interactions, and bring conversations to actionable next steps; excellent attention to detail to tailor pitches and material to prospects

Ability to learn to speak fluently about basic to intermediate digital marketing concepts, such as conversion rates and other key metrics (past job experience with marketing indicators and concepts is helpful but not required, because we will train you)

Ability to think big-picture about patterns and to problem-solve to continually improve processes and outcomes

Outstanding project management skills – you have always been organized with your own and others' tasks and pride yourself on being prompt in followup

Strong baseline of relevant computer skills (e.g., fluency with Microsoft Word and PowerPoint) with the ability to pick up new digital systems or SaaS tools; clear verbal and written business communication skills; basic proficiency with Microsoft Excel and data analysis



PREFERRED QUALIFICATIONS

Domain knowledge in or prior experience selling to trucking carriers or familiarity with transportation/logistics industry

Track record successfully moving a pipeline of prospects to successful close in any context, but especially in a B2B environment

COMPENSATION

This position's compensation is intended to be financially rewarding for motivated individuals and includes both a base salary and commission component. We expect that a successful sales representative could earn \$150,000 or higher annually after several months of ramp-up.

We value our employees and think they are pretty special. We tend to be picky in selecting people to join our team, but once they are here, we want them to know how much we value them and recognize that what they do at work is just part of who they are. ThruLine Marketing offers competitive benefits, including:

- Medical, dental, and vision insurance
- 3 weeks of annual paid time off (PTO)
- Paid parental leave
- Annual tuition reimbursement for job-related training

View a longer list of our benefits at <https://www.thru-line.com/join-the-team>.

APPLY

Please submit a resume and letter of interest to saleshire@thru-line.com. Please explain your interest in and qualifications for this role.