

Sales Coordinator

Entry-level position located in Saginaw, MI with Turn One High Performance Steering

Job Summary

As a Sales Coordinator, you will be responsible for supporting lead generation efforts, maintaining accurate CRM records, performing detailed data entry, and helping manage ongoing customer relationships to ensure a smooth and efficient sales process from initial contact through follow-up and retention. This role is primarily focused on strengthening sales operations by keeping information organized, up to date, and accessible while helping the team stay aligned on customer needs, opportunities, and next steps. By providing valuable insights and maintaining accurate customer information and timely follow-up, you will help improve sales efficiency and strengthen customer relationships. You will also assist in coordinating communication between sales team members and other departments. Working alongside the Marketing Specialist, you will help evaluate campaign performance, conduct market research, and ensure the sales team has access to relevant promotional materials and customer-facing resources. Additional responsibilities include supporting daily sales activities and preparing proposals and reports.

Job Requirements

- Must have a high school diploma or equivalent
- Understanding of the automotive industry and/or the racing industry
- General knowledge of the following technical skills:
 - CRM software
 - Data analysis and visualization tools
 - Project management platforms
 - Communication tools
- Strong written and verbal communication abilities
- Excellent organizational and time management skills
- Creativity and problem-solving aptitude
- The ability to work collaboratively in cross-functional teams
- Strong analytical, research skills, and strategic thinking
- Data analysis and reporting skills to assess performance and inform decisions

Job Responsibilities

- Maintain up-to-date CRM records and track customer interactions to aid in fostering customer relationships
- Develop and implement comprehensive sales strategies to achieve company goals, increase brand awareness, grow market shares, generate and nurture leads, report and forecast trends, convert prospects into customers, and build a strong sales pipeline
- Respond to customer inquiries, feedback, and concerns in a professional manner
- Cultivate relationships with clients and customers
- Create and manage budgets for sales initiatives, and allocate resources effectively

- Inform your team about your progress and challenges
- Manage customer databases and mailing lists, ensuring accuracy and compliance

In coordination with our Marketing Specialist

- Investigate the performance of the company's campaigns and strategies through evaluating key performance metrics, analyzing campaign performance, and providing insights to the team
- Develop and execute campaigns, manage budgets, and coordinate activities to increase brand awareness and drive revenue
- Work internally on different projects, such as design, content, and product development, and coordinate with external partners to achieve marketing and sales objectives
- Prepare presentations, proposals, and other materials to aid in the sales process
- Conduct market research to identify customer trends, competitor offerings, and demographic data

Benefits

- Weekly direct deposit
- 2-week, 4-week, 60-day, and 90-day evaluations
 - Continued employment will be based on these evaluations
- After 90-day evaluation – 3% match IRA Retirement Account
- One week paid vacation after one year of employment
- Growth potential: Production, Machining/Manufacturing, Sales, Marketing, etc.

Job Classification

Full-time; part-time would be considered to start.

Compensation

\$15-18, depending on experience

Reports To

Vice President and President of Operations

About Turn One

Turn One is a family-owned aftermarket automotive manufacturing business that produces, modifies, and rebuilds high-performance hydraulic steering components such as pumps, rack & pinion gears, fittings, pulleys, and accessories. Our new products are mainly used in performance racing vehicles, from grassroots racing to professional motorsports. We are committed to the highest quality and performance standards in everything we do and strive to set the industry standard for quality and customer service. We offer a small, tight-knit work environment and have aggressive growth plans for new products in new markets. We want to continue to produce outstanding products in Saginaw, Michigan, and are looking to add to our small but talented team to accomplish this.