Inside Sales

Overview

Foundation Technologies, Inc. is a family-owned manufacturer & distributor of deep foundation construction products. Contractors & engineers rely daily on our best-in-class products, industry leading technical expertise, and on the ground field support for a wide range of deep foundation applications. An 8x consecutive recipient of Great Place to Work®, FTI has a tightknit family culture, where team members are deeply cared for and empowered to work in their highest and best gifting in an atmosphere that supports professional & personal growth.

We believe people do their best work when they feel supported, respected, and valued - not just as employees, but as individuals. Our culture is close-knit, collaborative, and grounded in trust. When someone joins FTI, they are not just taking a job - they are joining a team that looks out for one another.

The Position

The Inside Sales Representative is responsible for developing customer relationships, managing project opportunities, providing technical product support, and driving revenue growth across FTI's Sales Division product lines. This role serves as a trusted advisor to contractors, engineers, owners, and industry partners while helping customers identify solutions that improve project outcomes.

This position combines technical sales, account management, project coordination, and business development. The Inside Sales Representative manages opportunities throughout the sales cycle from prospecting and project identification through quoting, order management, delivery coordination, and post-sale support.

The ideal candidate combines strong relationship-building skills, technical curiosity, sales discipline, and a commitment to exceptional customer service.

Reporting Relationship

This position reports directly to the Sales – Division VP and works closely with customers, engineers, contractors, operations, accounting, marketing, vendors, and technical product specialists throughout the organization.

Core Responsibilities

1. Business Development & Prospecting

- Identify and pursue new customers, projects, and market opportunities.
- Develop relationships with contractors, engineers, EPCs, owners, and industry stakeholders.
- Generate new business through prospecting, networking, referrals, and industry involvement.
- Maintain a healthy pipeline of opportunities and future projects.

• Utilize available market intelligence tools and resources to identify opportunities.
• Support divisional growth objectives through consistent sales activity.

Outcome: New opportunities are consistently generated and contribute to sustainable revenue growth.

2. Account Management & Customer Relationships

• Build and maintain strong customer relationships across all stages of the sales process.
• Serve as a trusted resource for customers seeking technical guidance and product recommendations.
• Conduct regular customer meetings, jobsite visits, virtual meetings, and follow-up activities.
• Ensure customers receive timely responses and exceptional service.
• Develop long-term partnerships that create repeat business and customer loyalty.
• Maintain accurate account records and customer activity documentation.

Outcome: Customers view FTI as a trusted partner and continue to expand business relationships.

3. Technical Sales & Product Support

• Develop expertise across Sales Division product lines and applications.
• Answer technical and non-technical customer questions.
• Assist customers with product selection, application recommendations, and problem solving.
• Conduct product demonstrations, presentations, Lunch & Learns, and educational sessions.
• Review plans, specifications, and project requirements to identify opportunities.
• Collaborate with technical specialists when advanced support is required.

Outcome: Customers receive accurate technical guidance that builds confidence and supports successful project outcomes.

4. Project Management & Sales Execution

• Manage opportunities throughout the sales cycle.
• Prepare quotations, project takeoffs, pricing proposals, and supporting documentation.
• Follow up on quotations and actively work to secure awarded business.
• Coordinate internally to ensure projects move efficiently from quote to order fulfillment.
• Track project status and maintain visibility into upcoming opportunities.
• Ensure customers receive accurate information throughout the project lifecycle.

Outcome: Opportunities are managed professionally and converted into profitable business.

5. Order Management & Customer Experience

• Process customer orders accurately and efficiently.
• Coordinate product sourcing, logistics, transportation, and delivery schedules.
• Monitor order progress and proactively communicate updates.
• Assist with resolving customer concerns, delivery issues, invoicing questions, and product inquiries.
• Partner with Operations and Accounting to ensure customer satisfaction.
• Support a seamless customer experience from initial inquiry through project completion.

Outcome: Customers receive a consistent, professional experience that strengthens loyalty and trust.

6. Market Intelligence & Industry Engagement

• Monitor market conditions, competitor activity, pricing trends, and emerging opportunities.
• Attend industry meetings, conferences, trade shows, and association events.
• Share market intelligence with divisional leadership.
• Maintain visibility within target industries and markets.
• Support FTI's reputation as a knowledgeable and trusted industry resource.

Outcome: The division remains informed, competitive, and positioned for future growth.

7. Personal Performance & Continuous Improvement

• Maintain activity levels consistent with divisional goals and expectations.
• Manage opportunities and customer interactions within CRM and company systems.
• Continuously expand technical product knowledge and industry expertise.
• Participate in sales meetings, training, and professional development opportunities.
• Contribute positively to team culture and divisional success.

Outcome: Individual performance contributes meaningfully to divisional growth, customer satisfaction, and long-term success.

This Position Will

• Build strong relationships and establish trust quickly.
• Communicate confidently and professionally.
• Demonstrate curiosity and a willingness to learn technical products and applications.
• Maintain a proactive and solution-oriented mindset.
• Balance sales activity with exceptional customer service.
• Operate with integrity and accountability.
• Manage multiple projects and priorities effectively.
• Represent FTI professionally in all interactions.
• Contribute positively to a collaborative and high-performing team culture.

Qualifications

• 2+ years of sales, account management, business development, construction, or related experience preferred.
• Experience within construction, deep foundations, manufacturing, industrial distribution, engineering, or related industries preferred.
• Ability to read and interpret construction drawings and specifications preferred.
• Strong verbal and written communication skills.
• Strong relationship-building and customer service abilities.
• Strong organizational and time management skills.
• Ability to manage multiple opportunities and projects simultaneously.
• Proficiency with Microsoft Office and CRM systems preferred.
• Willingness to travel as required.
• Bachelor's degree in Business, Construction Management, Engineering, Marketing, or related field preferred.

What Winning Looks Like

• Revenue goals and activity expectations are consistently achieved.
• New customer relationships are developed and expanded.
• Existing customers continue to increase engagement and business volume.

• Opportunities are managed professionally and effectively.
• Quotations convert to awarded projects at healthy rates.
• Customers receive responsive communication and exceptional service.
• Technical knowledge continues to grow and strengthen customer confidence.
• Market intelligence contributes to divisional growth strategies.
• Leadership and customers trust your professionalism, responsiveness, and expertise.

Our Core Values

Go the extra mile - because details matter.
Start with empathy - assume the best in others.
Be a straight shooter - communicate honestly and respectfully.
Hone your craft and be generous with it - we grow by helping each other grow.

Why People Stay

People often join us for the role - but stay because of the relationships.

As a family-owned company, we offer something increasingly rare: stability, genuine care for employees, approachable leadership, and a culture where people are known - not just managed.

Here, your work matters. And so do you.

FTI Culture

• How we serve: Go the extra mile.
• How we treat others: Start with empathy.
• How we communicate: Be a straight shooter.
• How we grow: Hone your craft and be generous with it.

https://www.foundationtechnologies.com/company/culture/

Compensation and Benefits

• Excellent base pay (based on experience)
• Performance-based bonus opportunities
• FTI covers Medical Insurance 100% personal + 50% of dependents.
• Benefits, Critical Illness, Dental, & Vision Insurance options
• 11 Paid Holidays
• Long Term Disability
• Wellness & Vacation Days
• Simple IRA with FTI match up to 3%
• Work/Life Balance

Foundation Technologies, Inc. offers a competitive salary commensurate with experience and an excellent benefits package. To apply, send resume & cover letter to: hr@foundationtechnologies.com