



Inside Sales Representative - Academic Management

About MaxCyte:

About MaxCyte: MaxCyte is a leading provider of cell-engineering platform technologies to advance innovative cell-based research, development, and commercialization of next-generation cell therapies. The company's existing customer base ranges from large biopharmaceutical companies — including 20 of the top 25 pharmaceutical companies based on 2020 global revenue — to hundreds of biotechnology companies and academic translational research centers. MaxCyte has granted 16 strategic platform licenses to commercial cell therapy developers that allow for more than 95 clinical programs. Founded in 1998, MaxCyte is headquartered in Gaithersburg, Maryland, US.

Job Summary:

We are looking for high-energy, driven sales professionals with a growth mindset, strong technical aptitude, and a willingness to learn to join the MaxCyte commercial organization. Ideal candidates should be eager to advance in our organization by demonstrating their ability to be tenacious self-starters every day.

As an Inside Sales Representative, you will be part of a Regional Team consisting of 3-4 Sales Managers and working together with each manager to identify new cell engineering business within the fields of protein production, genome engineering, cell therapy, and more. This will also encompass a role where the qualified individual will have Academic accounts assigned to them as outlined below.

- Sales prospecting and new business revenue goal for accounts in their assigned academic territory.
- This representative will work closely with other members of the organization to maximize the revenue potential in their respective territories and identify new opportunities for impactful collaborations.

You will be interacting with our Marketing, Field Applications, and technical teams on a weekly basis. This is an exciting opportunity to play a critical role on our growing inside sales team and to make a major impact across MaxCyte's commercial organization

Responsibilities:

Inside Sales

- Create a great first impression to our prospects and customers by providing them with a world-class experience
- Create and prioritize strategic target account lists within a defined territory alongside the Sales Managers and the Academic Business Development manager to help qualify and hand off leads in order to fill their pipelines
- Research and build new as well as existing commercial & non-commercial accounts
- Employ an omni-prospecting approach that is comprised of using email sequencing campaigns, outbound calls, LinkedIn messaging, video outreach, etc.
- Conduct high-level conversations with key decision makers in prospect accounts
- Facilitate a smooth transition of qualified business opportunities to MaxCyte's Sales Managers
- Achieve monthly quotas of qualified meetings and opportunities developed on behalf of the sales managers they are assigned to work with.
- Help our organization to meet sales targets, provide accurate forecasting, and maintain leads, opportunities, and customer information in the Salesforce CRM database.
- Qualify in-bound marketing qualified leads and guide new leads to the products that best meet need by coordinating with internal team to address customer questions or objections
- Support marketing events, both in-person and virtual via inside sales methods
- Share best practices for prospecting & account development with the global commercial organization

Academic Account Management

- Drive revenue and establish relationships with existing and new academic accounts
- Identify and manage academic customer profiles critical to closing a deal ranging from PIs, Lab Managers, Postdocs, Business Development Managers, to Procurement
- Present MaxCyte's technology platform & value proposition to new prospects in each technical vertical and customer segment
- Own, drive, and close the entire sales cycle end-to-end at named academic accounts. Coordinate across the team and other departments to obtain technical, legal, and business support as needed to help develop and win deals

- **About you:**
- Bachelor's degree in Biology, Molecular Biology, Biochemistry or related field; or the equivalent knowledge and experience.
- 2+ years direct sales experience in companies that develop, market, and sell life science tools to biotechnology, pharmaceutical and research markets is required
- Demonstrated ability to quickly grasp and master highly technical biological concepts and articulate them well to others
- Exceptional listening, verbal and written communication skills. Ability to articulate well and think quick on your feet
- Strong desire to win business for the organization and open new doors in the commercial and non-commercial arena
- Strong communication and interpersonal skills combined with a customer-centric approach
- Tech-savvy, who is well versed in utilizing sales tools like Zoominfo/Seamless, Outreach/SalesLoft, and other enablement platforms
- Ability to work in a fast-paced and changing landscape
- Strong sales-oriented focus in a customer facing role
- Excellent customer relations management skills

MaxCyte, Inc. is an equal opportunity employer. To apply, please send your resume and cover letter to careers@maxcyte.com. Please reference ***Inside Sales Representative-Academic Management*** in the subject line.