Lynch™ Fluid Controls Inc.™

www.lynch.ca
ISO 9001:2015 & AS9100D Certified

Lynch Fluid Controls Inc. is a manufacturer of high-quality fluid power components located in Mississauga, Ontario. We were established in 1987 and have been gaining recognition in many countries as a source of fluid power products.

From our home in Mississauga, Ontario, we design, manufacture and export hydraulic manifolds, valve systems, electronics and a growing selection of products that have been created by our first-class team. Our exclusive distribution arrangement with Sun Hydraulics has been the backbone in our manifold manufacturing division. We have been able to take cartridge valve integration to a new level and are now suppliers to many well recognized fluid power establishments and OEMs. We now routinely design manifolds for the world market, that interface with many manufacturers, fluids, materials, and applications.

We are currently seeking an enthusiastic and motivated individual to fill an **Inside Technical Sales** position at our **North Tonawanda, New York** location. If you are a positive, driven individual with a passion for delivering quality customer service and a desire to contribute to the success of our company, we want to hear from you!

Job Summary: The Inside Sales Representative develops profitable customer relationships by responding to inquiries, preparing and following up on quotations, processing orders, identifying sales opportunities, and providing accurate product, pricing, availability, and delivery information.

This on-site industrial sales role requires technical aptitude and the ability to understand customer requirements and sell engineered or industrial products. The person works closely with customers, Business Development, Engineering, Supply Chain, Production, Warehouse and suppliers. Hydraulic or fluid-power experience is a strong asset, but relevant industrial sales experience and demonstrated technical aptitude may be accepted instead.

Key Responsibilities

- Sales and Account Development
- Develop existing customer relationships and identify new business, cross-selling, and upselling opportunities.
- Respond promptly and professionally to customer inquiries by phone, email, and approved channels.
- Prepare accurate, competitive quotations and proactively follow up to clarify requirements, address objections, and improve conversion
- Understand assigned accounts, applications, purchasing patterns, and upcoming requirements.
- Work with Outside Sales and Business Development to grow revenue and gross margin.
- Use historical sales, quotation, pricing, and customer data to support commercially sound decisions.

- Technical and Product Support
- Develop strong working knowledge of Lynch products, suppliers, and product lines.
- Understand customer requirements and recommend standard products or suitable alternatives within the employee's knowledge and authority.
- Provide accurate product, pricing, availability, lead-time, and delivery information.
- Develop working knowledge of hydraulic and fluid-power products and applications.
- Recognize when deeper technical analysis is required and engage Engineering, suppliers, or other technical resources.
- Participate in supplier and internal product training.
- Quotations, Orders, ERP, and Logistics
- Prepare and enter quotations and sales orders accurately and promptly.
- Maintain accurate customer, order, pricing, quotation, opportunity, and follow-up information in ERP and related systems.
- Use ERP data including customer history, inventory, pricing, open orders, and previous quotations to support decisions.
- Monitor quotations and orders through their lifecycle and communicate changes proactively.
- Coordinate with Supply Chain, Purchasing, Production, Warehouse/Shipping, Engineering, and suppliers on availability, lead times, backorders, expediting, shipments, and delivery commitments.
- Follow established pricing, commercial approval, confidentiality, and intellectual-property requirements.
- General Responsibilities
- Take ownership of customer issues and work across departments to resolve them.
- Support customers and field sales with quotations, pricing, expediting, order status, and product inquiries.
- Participate in reports, presentations, sales meetings, and vendor meetings as required.

Education

- College diploma or university degree in Engineering, Engineering Technology, Business, or a related discipline is preferred; equivalent relevant experience will be considered.
- Fluid Power education, training, or certification is a strong asset.

Required Skills and Experience

- 3+ years of inside sales experience with industrial or technical products, preferably engineered, mechanical, automation, fluid-power, or related products.
- Demonstrated technical aptitude and ability to understand specifications, customer requirements, and industrial applications.
- Experience preparing and following up on quotations, developing customer relationships, and converting opportunities into sales.
- Strong commercial judgment, including pricing, profitability, and customer-service considerations.
- Experience using ERP systems such as Microsoft Dynamics 365 Business Central, SAP, Epicor, Oracle NetSuite, or comparable platforms.
- Comfort working with quotations, sales orders, pricing, inventory availability, customer history, and order status in an ERP environment.
- Excellent communication, organization, problem-solving, and attention to detail.

- Self-motivated and able to work independently while collaborating across departments.
- Proficiency with Microsoft Outlook, Excel, Word, and PowerPoint.

Preferred Qualifications and Assets

- Hydraulic or fluid-power sales experience and knowledge of components such as valves, manifolds, pumps, motors, cylinders, accumulators, hose, and fittings.
- Experience selling products requiring technical discussion, product selection, or interpretation of customer specifications.
- Experience with an industrial manufacturer, distributor, OEM supplier, automation company, or engineered-product business.
- Familiarity with supply-chain and logistics activities including inventory, purchasing, lead times, backorders, expediting, freight, shipping, and supplier coordination.
- CRM experience, Fluid Power certification or technical training, and French or Spanish language skills.

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