



## **Technical Sales Representative Job Description**

DeForest Enterprises Inc. is a niche specialty surfactants company that has continued to provide unique and differentiated products to a diversified customer base since company inception approximately 35 years ago. During a period of significant industry consolidation, DeForest remains independent and focused on assisting our customers as they face new formulation challenges, primarily in industrial application fields. DeForest's product line consists of specialty surfactants, wetting agents, hydrotropes, water soluble corrosion inhibitors, metalworking additives and lubricants, and emulsifiers.

DeForest is establishing a new Technical Sales Representative position that will be instrumental in driving further sales growth for the company. The position is a challenging role of new business generation in developed and undeveloped markets and therefore will involve grass roots sales development. The position is an introductory position where the successful applicant will spend 3-5 years in a technical sales role with the objective of generating meaningful sales to NEW customers currently not served by DeForest.

Concurrently, the successful applicant should develop the capability to display a high level of competency in the chemistry and function of the products offered by DeForest. Furthermore, through external and internal interactions, the candidate is expected to establish a high level of aptitude understanding the applications DeForest products find utility in. This initial skill development period is essential to equip the successful applicant with the necessary skills and experience to advance into positions of greater responsibility within the company.

### **Education Requirement:**

- BS Chemistry or comparable relevant technical degree
- Additional degree in business and/or finance is a plus

### **Prerequisite Experience:**

- 3-5 years specialty surfactants sales experience serving diversified, primarily industrial markets
- Successful track record of
  - efficient sales territory administration
  - key account and distributor management
  - new business development



### **Essential Candidate Attributes:**

- Exceptional interpersonal, written, and verbal communication skills
- Strong technical aptitude
- Laboratory experience including formulation skills a plus
- Polished and professional image
- Competency in financial management
- Effective in preparing and conducting group presentations
- Demonstrates initiative and self-direction
- Efficient time management and activity planning skills
- Commitment to achievement of company objectives
- Aspiration to advance into positions of increasing responsibility
- Long term view of career opportunity at DeForest

### **Roles and Responsibilities:**

- Participate in the drafting of performance objectives to develop new business, new skills, and/or to monitor areas of performance improvement
- Develop meaningful sales to new customers
- Management of the business relationship at assigned accounts including receivables monitoring, price changes, and product availability
- Provide technical expertise and product recommendations for solving customer formulation challenges using DeForest products
- Evaluate and determine customer needs and develop strategies to promote DeForest products as the preferred solution
- Maintain tracking of commercial and R&D projects at assigned accounts
- Write call reports documenting topics of discussions during account visits, order samples, and provide timely follow up to account visits
- Provide revenue and product demand forecasts to management
- Routine follow up on all sales leads
- Prepare and conduct presentations on markets and account status for periodic business review meetings
- Participate in strategic discussions with management on company growth and profitability improvement
- Conduct presentations to customers in small or large group settings tailored to a commercial and technology focused audience
- Efficient planning as it pertains to effective geographic coverage
- Cost effective management of business travel expenses
- File monthly expense reports for business expense reimbursement



**IT:**

- Proficient in all Microsoft Office software including WORD, EXCEL, POWERPOINT, OUTLOOK, etc., as well as Adobe Acrobat programs
- Familiarity with ERP systems such as NetSuite, SAP, etc.

**Travel:**

- Routine business travel of 3-4 days per week for customer engagement is expected requiring frequent overnight travel

**Position location:**

- Preferably Mid-West US, in close proximity to major airline hub such as Chicago. Territory to initially focus on Chicago, Kansas City, St. Louis, and surrounding areas.

**References:**

- Minimum of 3 relevant industry references required

DeForest is one of 4 current operating companies that reside with the portfolio of companies owned by Chemical Services Group, Inc., Twinsburg, OH, a privately held corporation, as shown on the next page.

This is an opportune time for a qualified, energetic, self-motivated, and career focused individual to join our team and play a critical role in the growth of the company. This individual must be an “impact player” and have the potential to assume roles of increasing responsibility within DeForest, consistent with the management succession planning needs of the company.

All employees are required to execute a Non-Disclosure, Non-Compete, and Assignment of Rights Agreement as a pre-requisite to employment.

Qualified candidates may send a cover letter and resume to [info@deforestent.com](mailto:info@deforestent.com)

**\*\*\*NO PHONE CALLS PLEASE\*\*\***



Twinsburg, OH



**Royal Chemical Company**  
Twinsburg, OH

Large scale contract manufacturing at 5 US locations

- 400 million pounds of production capacity
- Liquids & Powders



**DeForest Enterprises, Inc.**  
Boca Raton, FL

Specialty Surfactants  
Wetting Agents  
Hydrotropes  
Emulsifiers  
Corrosion Inhibitors

Product Development and  
Applications Labs in Boca  
Raton, FL and Twinsburg, OH



**ParaFlow Energy Solutions LLC**  
Boca Raton, FL

Unique high active flow assurance and hydrocarbon recovery additives built on a patented & trade secret technology platform for upstream, midstream, and downstream crude oil application.

- Paraffin and asphaltene treatments
- Emulsion breakers
- Viscosity reduction
- Low API crude flow improvement
- Iron reduction
- Slop oil and tank sludge treatment

Product Development Lab in Boca Raton, FL



**Innoleo, LLC**  
Boca Raton, FL

Castor Oil & Derivatives

- Castor Oil
- Hydrogenated Castor Oil
- 12 Hydroxy Stearic acid
- Methyl 12 Hydroxy Stearate
- Ricinoic Acid
- Sebacic Acid
- Other Fatty Acids