

Job Title: Sales & Product Specialist

Company: World Magnetics / World Magnetics Distribution

Location: On-site at World Magnetics, Traverse City, MI

Job Type: Full-Time

About the Role

World Magnetics is seeking a proactive, sales-driven **Sales & Product Specialist** to join our growing team. This role is ideal for someone who enjoys finding new opportunities, building customer relationships, learning technical products, and turning conversations into new business.

Supporting both World Magnetics Company and World Magnetics Distribution, you'll help grow existing accounts while actively identifying **new customers, applications, industries, and markets** for our expanding product portfolio.

We're looking for someone who wants to go beyond order-processing and ordinary customer service to **create and develop sales opportunities**, working closely with Sales, Marketing, Engineering, and our regional sales partners.

What You'll Do

- Proactively identify and pursue new customers, applications, industries, and market opportunities.
- Conduct outbound sales outreach through phone, email, digital prospecting, and other channels.
- Research target companies and markets to identify where our products may be a fit.
- Develop and qualify new leads based on application, volume, timing, and customer requirements.
- Build relationships with OEMs, distributors, engineers, buyers, and other customer contacts.
- Follow up consistently on open quotes, samples, leads, and prospective projects.
- Re-engage past customers, dormant accounts, and previous opportunities to uncover new business.
- Identify opportunities to grow existing accounts and cross-sell across World Magnetics and World Magnetics Distribution product lines.
- Work with Engineering to understand customer applications and help identify appropriate product solutions.
- Prepare and follow up on quotes, pricing requests, samples, and product inquiries.
- Track leads, opportunities, follow-up activity, and next steps using Excel-based sales tools.
- Research emerging applications, industries, competitors, and market trends.

- Collaborate with Marketing on targeted campaigns, sales materials, trade shows, and lead-generation initiatives.
- Work with regional sales representatives and supplier partners to develop and support sales opportunities.
- Assist with customer orders and sales administration as needed while maintaining a primary focus on sales growth and business development.

What We're Looking For

- 2+ years of experience in inside sales, business development, technical sales, account management, or a related customer-facing role preferred.
- A proactive sales mindset and willingness to initiate conversations rather than wait for opportunities to come in.
- Comfortable with outbound prospecting by phone and email.
- Strong communication and relationship-building skills.
- Curious and eager to learn technical products and how they fit into customer applications.
- Organized and persistent, with strong follow-through.
- Ability to manage multiple leads and opportunities at different stages of the sales process.
- Strong Microsoft Office skills, particularly Excel and Outlook.
- Comfortable using Excel to organize and track leads, quotes, customer activity, and sales opportunities.
- Experience in manufacturing, industrial products, OEM sales, components, sensing technologies, or technical products is a plus.
- Experience with ERP or order management systems is preferred.
- Associate or Bachelor's degree in business, sales, marketing, engineering, or a related field preferred; relevant professional experience will also be considered.

Who Will Thrive in This Role?

Someone who naturally asks, *"Where else could we sell this?"*

You don't need to be an engineer, but you should be curious about how products work, where they can be used, and who might need them. We're looking for someone willing to research an opportunity, make the first contact, build the relationship, and keep following up.

Most importantly, we want someone who is excited to *help create sales opportunities – not simply process them.*

What We Offer

- Health, dental, vision, and life insurance
- 401(k) with company contributions
- Paid time off and holidays
- Access to the MI Tri-Share Child Care Program
- Collaborative, team-focused work environment
- Opportunity to develop technical product and sales expertise
- Direct involvement in growing established and emerging markets

About Us

World Magnetics is a U.S. manufacturer of precision pressure, vacuum, and differential switches based in Traverse City, Michigan. We serve customers across a wide range of industries with both standard and customized solutions.

World Magnetics Distribution, launched in 2025, expands our offering through a growing portfolio of complementary industrial and sensing technologies from trusted European manufacturers, serving OEM and distributor customers throughout North America.

Apply

Send your resume to jobs@worldmagnetics.com.

If you're motivated by sales growth, relationship building, technical learning, and discovering new opportunities, we'd like to hear from you.

World Magnetics is an Equal Opportunity Employer.