

Sales Representative Job Description Template

Job Overview

We are on the lookout for a Sales Representative who is responsible for interacting with potential customers. They act as a point of contact between the customer and business and perform a range of activities from identifying customer needs to fulfilling them by providing the right products and services to them. You would be required to have good interpersonal and communication skills in order to perform your duties effectively. Driving growth and revenue would be your primary objective.

Job Responsibilities for a Sales Representative

As a Sales Representative, you will be responsible for generating leads and providing appropriate solutions for customers to boost customer acquisition levels. You will analyse market potential and track sales apart from working towards profitability goals. As a representative, you must understand all prospects' needs, wants and problems in order to provide solutions to align with pain points. The ideal candidate must have good knowledge on the products and services provided.

- Search and ascertain prospective clients and leads
- Understand and learn about products or services
- Maintain positive relationship with prospective customers
- Provide solutions to align with pain points if the various customers
- Cold call in order to reach out to customers
- Achieve sales targets
- Identify buyer persona profile in order to identify KPIs
- Maintain client database and records
- Consult various teams including sales and marketing to
- Prepare monthly and weekly reports
- Monitor competition by gathering information on pricing/products/trends in the market
- Resolve customer complaints and provide solutions via team effort
- Keep up to date with the best practices and trends in the industry
- Coordinate sales efforts with marketing and company programs
- Preparing and giving sales presentations to prospective clients
- Negotiating contracts with clients
- Manage month-end closing processes
- Build strong customer relationships to ensure they are satisfied and long-lasting customers
- Receive feedback and work on it to resolve issues
- Assist with determining schedule for pricing, quotes and promotions
- Pursue new business opportunities
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Sales Representative Salaries

- A person working as a Sales Representative earns USD 39,300 on average per year.

- The exact salary is however dependent on the company, location and nature of the employer's business

Sales Representative Job Qualifications

The basic qualifications required to be considered for the position of a Sales Representative include:

- Either a Bachelor's degree in Business, Business Administration, Marketing, Management, Economics, Advertising Sales or related field or experience in the industry or both
- Master degree in a similar discipline preferred
- Prior demonstrated experience of at least 5 years in the Sales Industry

Sales Representative Skills Required

A Sales Representative needs to possess a variety of skills in order to be successful in the work environment - they include both job related technical skills as well as interpersonal traits.

- Familiarity with CRM trends and practices
- High proficiency and knowledge of Microsoft Office
- Knowledge of telemarketing and digital marketing
- Good and fluent communication skills
- Passionate to close deals
- Good interpersonal and negotiation skills
- Time management and organizational skills
- Accuracy and attention to details
- Good customer relationship management skills
- Ability to work in a fast paced environment
- Critical thinker and problems solving skills
- Work in cross-functional teams to understand product improvements and provide recommendations
- Knowledge of the various industry practices
- Meticulous and diligent attributes
- Ability to work with professionalism and integrity
- Ability to work independently

What to expect as a Sales Representative

To be a Sales Representative, you must have excellent people management and problem solving skills. Here's what you can expect in this role:

- Understanding and searching for new business opportunities
- Maintain good relationship with customers
- Work in a fast paced environment
- Expert advice from professionals in the field and industry