JOB TITLE: Sales Representative

General Summary: Achieves maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the company’s products and/or related services. Personally contacts and secures new business accounts/customers.

CORE FUNCTIONS:

• Promotes/sells/secures orders from existing and prospective customers through a relationship-based approach.

• Demonstrates products and services to existing/potential customers and assists them in selecting those best suited to their needs.

DETAILS OF FUNCTION:

• Establishes, develops and maintains business relationships with current customers and prospective customers in the assigned territory/market segment to generate new business for the organization’s Products/services.

• Makes telephone calls and in-person visits and presentations to existing and prospective customers.

• Researches sources for developing prospective customers and for information to determine their potential.

• Develops clear and effective written proposals/quotations for current and prospective customers.

• Expedites the resolution of customer problems and complaints.

• Coordinates sales effort with marketing, sales management, accounting, logistics and technical service groups.

• Analyzes the territory/market’s potential and determines the value of existing and prospective customer’s value to the organization.

• Creates and manages a customer value plan for existing customers highlighting profile, share and value opportunities.

• Identifies advantages and compares organization’s products/services.

• Plans and organizes personal sales strategy by maximizing the Return on Time Investment for the territory/segment.

• Supplies management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services.

• Keeps abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas.

• Participates in trade shows and conventions.

REPORTING:

• Reports directly to the [Insert title Sales Manager/Director of Sales].