A sales executive is responsible for helping build up a business by identifying new business prospects and selling product to them. They must maintain relationships with current clients and build and maintain relationships with new clients. They will also need to stay ahead of their competition and work on sharpening and improving their skills by attending classes, seminars or workshops.

To work as a sales executive, it is recommended that you hold at least a bachelor's degree in Sales and Marketing. Some employees will even prefer to hire someone with a master's degree. Experience in sales and marketing is a huge plus. You must understand the sales and marketing processes and be able to negotiate with clients. You must be able to search out business leads and trending products. Communication skills are also vital to this job.