

Sales Representative Job Description Template

Our company is looking for a Sales Representative to be responsible for generating and following leads, meeting planned sales targets, preparing proposals and other documentation to send to potential clients. Duties will include sales presentations and product demonstrations, as well as negotiating contracts with potential clients.

In order to be successful in this role, you will need to have an understanding of the sales process and strong interpersonal skills. Previous experience in sales roles and environments is essential.

Key Responsibilities:

- Generate and pursue sales leads
- Meet or exceed planned sales targets
- Negotiate contracts with newly acquired clients
- Help determine pricing for quotes, promotions and negotiations
- Prepare weekly and monthly personal sales reports
- Give sales presentations to a range of potential clients
- Coordinate sales efforts with the marketing team
- Understand and promote company programs
- Obtain deposits and balance of payment from clients
- Prepare and submit sales contracts
- Visit clients and potential clients to evaluate needs and promote products and services
- Maintain client records and information
- Answer questions about credit terms, products, pricing and availability

Personal Specification:

- Previous experience in sales roles and environments is essential
- Strong understanding of the sales process
- Excellent customer service skills
- Excellent verbal and written communication skills
- Strong interpersonal skills, including the ability to quickly build strong relationships with both customers and suppliers
- Working knowledge of Microsoft Office applications like Word, Excel and Outlook