

Special Management Series

Salesperson Job Description

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



A Management
Perspective 303 Series

Job Description



Management - JWO 401

Salesperson Job Description



Salesperson Job Description

- The salesperson job description outlines the typical tasks and skills for the sales job.
- There are many kinds of salespersons and sales jobs, however **all sales functions involve some common activities and abilities.**
- **Adapt this sample job description** for sales to meet your own requirements

Salesperson Job Description



General Purpose

To plan and carry out all sales activities on assigned accounts or areas.

Responsible for **ensuring customer satisfaction** and managing quality of product and service delivery.

Salesperson Job Description



Main Job Tasks and Responsibilities

- generate and qualify leads
- source and develop client referrals
- prepare sales action plans and strategies
- schedule sales activity
- develop and maintain a customer database
- develop and maintain sales and promotional materials
- plan and conduct direct marketing activities
- make sales calls to new and existing clients
- develop and make presentations of company products and services to current and potential clients
- negotiate with clients

Salesperson Job Description



Main Job Tasks and Responsibilities (cont.)

- develop sales proposals
- prepare and present sales contracts
- conduct product training
- maintain sales activity records and prepare sales reports
- respond to sales inquiries and concerns by phone, electronically or in person
- ensure customer service satisfaction and good client relationships
- follow up on sales activity
- perform quality checks on product and service delivery
- monitor and report on sales activities and follow up for management
- carry out market research and surveys
- participate in sales events
- monitor competitors, market conditions and product development

Salesperson Job Description



Education and Experience

- knowledge of relevant computer applications
- knowledge of principles and practices of sales
- knowledge of customer service principles
- knowledge of basic business principles
- knowledge of digital sales platforms
- experience in sales
- experience in making presentations
- proven ability to achieve sales targets

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Key Competencies

- planning and strategizing
- persuasiveness
- adaptability
- verbal and written communication
- negotiation skills
- resilience and tenacity
- stress tolerance
- goal driven

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**Good
Selling !**



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