

Sales representative Position description

Title:

Sales representative

Title of supervisor:

Head of Sales and Marketing

Date:

09.01.2006

Location / department:

Sales and Marketing department

Overview:

The Sales Representative ensures that sales targets are met by making the most suitable products or services available to the customer, and finding the best ways of selling them quickly and profitably.

He/she is working on preparation of proposals and contracts with support of IT Consultant for our existing and new customers.

The Sales Representative demonstrates products and services and accordingly maps customer's requirements with or without support of the IT Consultant - depending on request.

The Sales Representative tends to constantly develop a network of partners to sell our products and services via partnerships.

He/she also works on tasks related to presales activities like sending/following up leaflets and organizing sales meetings, events, exhibitions with support of Sales and Marketing manager.

The Sales Representative is responsible directly for delivering project to customers on time, in budget and according to project specifications.

Responsibilities / duties / activities:

The Sales representative:

- manages existing accounts and develops new accounts and sales leads;
- prepares financial quotations, offers/proposals, contracts for web based business software IT solutions and prepares presentations;
- maximises sales of NETMedia's products and services in vertical markets;
- contacts potential clients to negotiate terms (variations in price, delivery and specifications of an agreement) and uses persuasion skills to conclude the sale (markets and sells products and services for NETMedia);
- acts as an information channel between NETMedia and its products and existing / potential markets (provides information to maximize sales volume);
- advises on forthcoming product developments and discusses special promotions;

- records sales activities in CRM;
- reviews own sales performance;
- maintains detailed knowledge of the company's products;
- keeps abreast with what competitors are doing;
- draws up tender documents or contracts;
- develops and supervises the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs with support of Sales and marketing manager;
- staffs trade exhibitions / fairs and demonstrations;
- develops the network of distributors and partners;
- prepares/sends/follows up leaflets and advertising materials;
- organizes sales meetings, events and exhibitions

Skills / conditions:

Sales representative needs to be an excellent communicator, a good organiser, able to work on its own initiative, enthusiastic, ambitious and self-motivated.

He must have the ability to create, compose, and edit written materials and to implement a range of sales promotion programs and/or events, to make evaluative judgments, to negotiate and manage contractual arrangements, to foster a cooperative work environment, to develop, plan, and implement short- and long-range goals, to investigate and analyze information and to draw conclusions.

He / she must have knowledge of cost analysis techniques and sales principles, methods, and techniques.

Bachelor's or master's degree in business administration with an emphasis on marketing is preferred. Courses in business law, economics, accounting, finance, mathematics, and statistics are advantageous.

Computer skills (IT literacy) are vital because marketing, product promotion, and advertising on the Internet are increasingly common. The ability to communicate in a foreign language (English) and to work productively in teams is vital.