JOB DESCRIPTION

| **TITLE** | Technical Sales Representative (B2B) |
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| **Reports To**  | [Insert Title] |

**Job Purpose**

The **Technical Sales Representative (B2B)** is responsible for promoting and selling [Organization Name]’s products to other businesses. This person ascertains business needs, recommending and demonstrating relevant products accordingly. This role is vital for [Organization Name] and its target market for products.

The successful Technical Sales Representative (B2B) has a clear understanding of the components of the company’s products. This individual is persuasive, results-driven, and skilled at negotiation.

**Duties and Responsibilities**

The Technical Sales Representative’s (B2B) overall responsibilities include the following:

* Explaining product specifications, features, and complex concepts to businesses
* Demonstrating the use of technical products
* Finding and contacting potential business partners
* Performing outside sales and technical duties
* Identifying client needs, suggesting or aiding in the choice of appropriate products or services, and discussing pricing or other terms of the sale
* Maintaining and growing sales relationships with current clients
* Setting and meeting realistic sales targets and goals
* Overseeing product installations
* Providing advice for product design where businesses need customization
* Creating sales pitches, proposals, or other materials to highlight the advantages of using [Organization Name]’ goods or services
* Calculating the expense of assembling and maintaining a product or service
* Creating and managing sales contracts, and keeping track of client information
* Consulting with clients after sales to address issues and offer ongoing support
* Attending shows promoting and displaying the different product lines for [Organization Name]
* Providing quotes and entering orders when required
* Troubleshooting product-related technical issues
* Reporting marketing plans and sales strategies
* Analyzing market conditions, competitor activity, and emerging market conditions and trends
* Conducting client visits
* Completing an Outside Sales Sheet when visiting clients in the field
* Updating the business’ CRM (Customer Relationship Management) software with buyers’ details and information of where they are in the sales process
* Keeping records of clients and demonstrations
* Performing other related duties as required

**Qualifications**

* X years of experience in sales, preferably technical sales, and in [INSERT INDUSTRY OR PRODUCT/SERVICE TYPE].
* A university degree or college certificate in [INSERT INDUSTRY OR PRODUCT/SERVICE TYPE, e.g., business] is an asset.
* A high school diploma or equivalent is required.
* This position involves travelling to clients; a valid driver’s licence is required.
* Proficiency in Microsoft Office software (Word, Excel, Outlook) and CRM software.
* Excellent knowledge of professional surveying, engineering and geomatics solutions.
* Knowledge of applicable industry regulations.

**Core Competencies**

* Ability to build relationships with clients and internal departments
* Ability to quickly understand technical products work and demonstrate their use
* Superb verbal and written communication, and negotiation skills
* Detail oriented and results-driven
* Outstanding organizational and time management skills
* Excellent research and problem-solving skills
* Excellent interpersonal abilities
* Objectivity, and being open to receiving constructive feedback
* Ability to adjust to changing events in a calm and professional way
* Excellent negotiation skills

**Working Conditions**

* The standard work week for this position is typically XX hours
* The standard business hours for this position are from <insert time> to <insert time>; Monday to Friday
* This position requires travel within XX kilometres
* May involve extended periods of sitting/standing and working on a computer monitor
* Hours worked outside of the standard work schedule may be required, including some evenings as needed