JOB DESCRIPTION

| **TITLE** | TECHNICAL SALES REPRESENTATIVE |
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| **Reports To**  | [Insert Title] |

**Job Purpose**

The Technical Sales Representative is responsible for promoting and selling [organization name]’s products. This person ascertains customer needs, recommending and demonstrating relevant products accordingly. This role is vital for [organization name] to increase sales and customer satisfaction.

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

**Duties and Responsibilities**

Overall Responsibilities:

* Explaining product specifications, features, and complex concepts to customers
* Demonstrating the use of technical products
* Finding and contacting potential clients
* 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 customers need customization
* Creating sales pitches, proposals, or other materials to highlight the advantages of using [organization name]’s goods or services
* Calculating the expense of assembling and maintaining a product or service
* Creating and managing sales contracts, and keeping track of customer information
* Consulting with customers after sales to address issues and offer ongoing support
* 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
* Providing technical assistance in the field and/or office when required
	+ Completing work orders when providing technical assistance
* Keeping the work area clean and free of debris and clutter
* Keeping records of clients and demonstrations
* Completing additional functions assigned by the National Sales Manager and/or Vice President and/or President
* Performing other related duties as assigned

**Qualifications**

* X years of experience in sales, preferably technical sales, and in [INSERT INDUSTRY OR PRODUCT/SERVICE TYPE]
* A university or college degree in [INSERT INDUSTRY OR PRODUCT/SERVICE TYPE] is required/an asset.
* A valid driver’s license for client travel
* Proficiency in Microsoft Office software (Word, Excel, Outlook) and CRM software
* 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
* Ability to adjust to changing events in a calm and professional way

**Working Conditions**

* Work a standard schedule [INSERT SCHEDULE e.g. 8 AM to 5 PM, Mondays to Fridays]
* This position requires travel within XX km
* May involve extended periods of sitting and working on a computer monitor
* May require overtime or working extended hours