SALES CONSULTANT JOB DESCRIPTION

JOB TITLE: Sales Consultant

General Summary:

Achieves maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the company's products and/or related services.

Personally contacts and secures new business accounts/customers.

CORE FUNCTIONS:

- Promotes/sells/secures orders from existing and prospective customers through a relationship-based approach.
- Performs discovery/analysis of existing and prospective customers site to identify and log all equipment and/or supplies as well as invoice audits as necessary.
- Demonstrates products and services to existing/potential customers and assists them in selecting those best suited to their needs.

DETAILS OF FUNCTION:

- Establishes, develops and maintains business relationships with current customers and prospective customers in the assigned territory/market segment to generate new business for the organization's products/services.
- Makes telephone calls and in-person visits and presentations to existing and prospective customers.
- Researches sources for developing prospective customers and for information to determine their potential.
- Develops clear and effective written proposals/quotations for current and prospective customers.
- Expedites the resolution of customer problems and complaints.
- Coordinates sales effort with marketing, sales management, accounting, logistics and technical service groups.
- Analyzes the territory/market's potential and determines the value of existing and prospective customer's value to the organization.
- Creates and manages a customer value plan for existing customers highlighting profile, share and value opportunities.
- Identifies advantages and compares organization's products/services.

- Plans and organizes personal sales strategy by maximizing the Return on Time Investment for the territory/segment.
- Supplies management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
- Keeps abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas.
- Participates in trade shows and conventions as requested.

REPORTING:

- Reports directly to the Director/VP of Sales.

QUALIFICATIONS:

- Must possess some experience with Customer Service and/or Sales. Experience interacting with businesses or business professionals in some capacity may be acceptable.
- An Associates or Bachelor's degree is preferred but will consider candidates with relevant background in Customer Service or Sales positions.
- Demonstrated aptitude for problem-solving; ability to determine solutions for customers (consultative sales approach).
- Must be results-orientated and able to work both independently and within a team environment.
- Must possess excellent verbal and written communication skills.
- Proficiency in using Microsoft Office Suite applications and contact management software.
- Must have a valid driver's license.