

AT&T Sales Representative Job Description

Duties and Responsibilities:

- Greet customers warmly, identify their needs, and provide personalized solutions that match their preferences and budgets
- Showcase and explain AT&T's wireless plans, internet services, entertainment packages, and mobile devices to drive sales
- Consistently achieve or surpass individual and team sales goals set by the company
- Recommend additional products, upgrades, and accessories to maximize customer value and satisfaction
- Handle new account activations, upgrades, billing setup, and service agreements accurately and efficiently
- Demonstrate how AT&T products and devices work, highlighting key features and benefits to customers
- Respond promptly to customer inquiries and resolve issues or complaints in a professional and friendly manner
- Stay informed about the latest AT&T offers, new technologies, and product updates to provide accurate information
- Record customer information, sales activities, and service requests in AT&T's CRM or sales tracking system
- Work with store associates and management to achieve collective sales goals and deliver consistent customer experiences
- Attend regular training sessions to improve product expertise, sales techniques, and customer engagement skills
- Uphold AT&T's values and maintain a positive, helpful, and professional image in every customer interaction.

AT&T Sales Representative Requirements – Skills, Knowledge, and Abilities

- **Minimum Requirement:** High school diploma or GED.

- **Preferred:** Associate's or Bachelor's degree in Business, Marketing, or a related field (helpful but not mandatory).
- **Strong Communication Skills:** Ability to clearly explain products, services, and offers to customers.
- **Sales and Persuasion Skills:** Skilled at influencing purchase decisions and closing sales effectively.
- **Customer Service Orientation:** Committed to delivering a positive and satisfying customer experience.
- **Active Listening:** Understand customer needs to recommend suitable solutions.
- **Problem-Solving Skills:** Quickly resolve issues and provide practical solutions to customer concerns.
- **Time Management:** Ability to multitask and handle several customers or transactions efficiently.
- **Team Collaboration:** Work well with coworkers and management to achieve shared goals.
- **Technical Proficiency:** Comfortable using mobile devices, computers, and point-of-sale systems.
- **Ability to Work in a Fast-Paced Environment:** Stay focused and productive during busy sales periods.
- **Goal-Oriented Mindset:** Motivated to achieve or exceed monthly and quarterly sales targets.
- **Adaptability:** Adjust easily to new products, technology updates, and sales strategies.
- **Attention to Detail:** Ensure accuracy in sales transactions, contracts, and customer information.
- **Professionalism:** Maintain a positive attitude and represent the AT&T brand with integrity.
- **Product and Service Knowledge:** Understanding of AT&T's wireless, internet, and entertainment services.
- **Sales Techniques and Customer Engagement:** Familiarity with effective sales methods and customer interaction strategies.
- **Telecommunications Industry Awareness:** General knowledge of industry trends, competitors, and customer expectations.
- **Company Policies and Procedures:** Knowledge of AT&T's operational standards, service policies, and compliance guidelines.

- **Sales Experience:** Prior experience in retail or telecommunications sales is highly preferred.
- **Customer Service Experience:** Background in customer-facing roles, such as hospitality, retail, or call centers.
- **Technology Familiarity:** Experience working with mobile devices, tech products, or digital systems.
- **Proven Track Record:** Demonstrated ability to meet or exceed sales goals and performance metrics.