

Field Sales Representative Job Description

Duties and Responsibilities:

- Travel to assigned locations to introduce/maintain product supply to target consumers and existing clientele
- Contact clients and potential customers to discuss how available products/services can meet their demands
- Arrange meetings and visit clients at their homes or offices to convince them to purchase a product or subscribe to a service
- Provide clients with an elaborate description of product features and qualities highlighting the benefits of available features
- Conduct price negotiations with clients on behalf of a company to reach a profitable bargain
- Provide customers with product price list and relevant literature such as product reviews and statistics
- Carry out survey of the sales industry to identify trends such as price of competing products, product demand, and current merchandising strategies
- Prepare and present to management regular reports on sales operations and generated revenue
- Develop and implement strategies for achieving and exceeding set sales targets
- Maintain contact with clients to obtain customer feedback and discuss future business prospects
- Organize sales campaign to promote and create publicity for new products/services
- Maintain accurate records of accounts, transactions and general sales operation
- Assist clients with the installation/setup of procured products and may provide other required post-sales services
- Oversee the processing of client orders to ensure timely delivery of products

- Ensure adherence to general business and company policies when conducting sales of products
- Attend educational programs and sales events to update existing job knowledge and expand personal network.

Field Sales Representative Requirements – Skills, Knowledge, and Abilities

- Education and Training: The field sales representative job doesn't require much formal education; with at least a high school diploma and an aptitude for sales you can be hired for the position. Sales recruits usually go through company training to gain understanding of sales activities
- Communication Skills: Field sales representatives are able to interact with customers using a suitable language to offer and conduct the sales of products or services
- Persuasion Skills: Fields sales reps are skilled in highlighting the benefits of a product as relate to the needs of a customer to influence purchase
- Math Skills: They are well versed in employing the knowledge of numbers in conducting negotiations and product sales.