

Inside Sales Representative Job Description

Duties and Responsibilities:

- Follow-up inbound leads or cold-calling outbound clients
- Route inbound calls to the appropriate sales executive to assist in closing leads
- Listen and interview clients to identify their needs and suggest appropriate products to them
- Answer customer inquiry and demonstrate examples to customers to generate interest
- Welcome and greet customers and visitors to the organization
- Obtain important data and information from customers
- Perform data entry and database management functions
- Assist clients and visitors to schedule appointments
- Assist clients to complete payment after purchase
- Research accounts to identify new leads and route them to the appropriate personnel to follow up on.

Inside Sales Representative Requirements – Skills, Knowledge, and Abilities

- Education: To obtain a position as an inside sales representative in most firms, one must possess a minimum academic qualification of Bachelor's degree in marketing or sales related discipline. However, an equivalent qualification in any discipline may be required depending on the nature of products or service sold by the company
- Experience: The position of inside sales representative is usually offered to candidates with extensive experience in sales, marketing or customer service related job(s). Though some companies do hire inexperienced candidates, but such candidates are usually subjected to weeks of intense training

- Computer Literacy: To work as an inside sales representative, you must be computer savvy; you must have excellent data entry skills, as well as proficiency in CRM applications
- Telephone and Communication Skills: The position of inside sales representative requires constant communication with people either through telephone or one-on-one conversation. So, it is mandatory that he/she possess effective communication skills to be able to convince customers
- Interpersonal and Problem-Solving Skills: He/she must be a people person. An inside sales representative must be able to build strong relation with clients and potential clients at first meeting. He/she must be a problem solver. It is very important that he/she be able to think up solutions to customer inquiries and problems so as to win their trust.