

Outside Sales Representative Job Description

Duties and Responsibilities:

- Take products/services to clients at their workplace, homes, and recreation spots
- Develop and implement customer sales strategies necessary for efficient sales
- Conduct surveys to identify potential customers of a product/service
- Interact with clients to identify their needs and product specifications
- Offer clients products which are capable of meeting their requirements
- Develop and maintain cordial working relationship with customers to boost sales and increase clientele
- Provide customers with the explanation of product/service features
- Assist with the development of company annual fiscal budget and targets
- Maintain contact with clients through calls and emails to ensure customer satisfaction and obtain feedback
- Help address and resolve customer complaints and issues with products/services
- Work in line with company policies and regulations when carrying out sales operations
- Provide periodic report of expenses and activities to management
- Prepare sales forecast useful in the analysis of market conditions
- Document interaction with customers using CRM systems to ensure efficient management of leads
- Assist with the training and coaching of trainee outside sales representatives
- Professionally execute field sales operations to boost company image and public outlook
- Conduct sales negotiation with clients to strike a favorable bargain for both the company and client

- Monitor the sales industry to identify changes in customer demand and preference.

Outside Sales Representative Requirements – Skills, Knowledge, and Abilities

- Education and Training: At least a high school diploma is required to become an outside sales representative with most firms. Some employers may prefer sales representatives with Bachelor's degree in science disciplines (chemistry, biology) for technical sales positions. Outside sales representatives are usually provided with training on employment
- Communication Skill: Outside sales representatives are well-versed in effectively communicating with clients to identify needs or to resolve issues
- Persuasive Quality: Outside sales representatives are adept in convincing clients to purchase a product/service
- Negotiation Skills: They are able to negotiate prices with clients to get a favorable bargain.