

# Senior Sales Executive Job Description

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## **Duties and Responsibilities:**

- Conduct research to identify potential business opportunities and target market for products and services
- Build and maintain positive work relationships with clients to create a rapport that facilitates patronage and generates revenue
- Augments staff performance by providing guidance and solutions to improve sales efficiency
- Oversee the interviewing, hiring, and training of new sales employees to ensure qualified personnel are recruited
- Set and enforce company standards for operations and quality of service
- Develop and implement strategies effective for the extensive sales and distribution of company products
- Monitor the sales industry to identify changes in market trends and adjust accordingly
- Establish sales objectives and oversee the designation of sales quota to sales teams
- Communicate with clients to identify their product requirements and facilitate supply
- Employ knowledge of products and services in providing appropriate response to client enquiries and also in assisting with the resolution of customer issues or complaints
- Review financial records to ensure balanced accounts are maintained
- Apply understanding of market trends/business practices in taking decisions necessary for enhancing the sales process
- Collect, analyze, and interpret sales records to obtain information useful in preparing reports
- Organize periodic meetings with sales units to review activities and re-strategize in order to optimize productivity
- Ensure compliance with customer service standards and proper customer relationship management

- Participate in educational workshops and conferences to expand personal network and improve on existing job knowledge.

## **Senior Sales Executive Requirements – Skills, Knowledge, and Abilities**

- **Education and Training:** To become a senior sales executive, you require at least a Bachelor's degree in marketing, accounting, economics, or in any other related business discipline. This role also requires at least 5 years of experience usually as a sales manager. Employers offer job training to sales executives to provide them with insight on job operations
- **Decision-making Skills:** Senior sales executives are well versed in taking appropriate business decisions required for achieving sales targets and increasing customer base
- **Inter-personal Skills:** Senior sales executives are able to work clients, sales managers, and sales teams in order to achieve the common goal of ensuring satisfied customers and maximizing profits
- **I.T skills:** Senior sales executives are adept at utilizing CRM systems to provide reports to company management.