JOB DESCRIPTION

A sales representative is responsible for generating new revenue opportunities for a business by finding, evaluating, negotiating, and securing customers. In sales industry terms, this is called lead generation, qualification, and closure.

NATIONAL AVERAGE SALARY

$57,000 PER YEAR

RANGES FROM

$37,000 - $105,000

SOFT SKILLS

- Relationships & Teamwork
- Logistics & Organization
- Strategy & Critical Thinking
- Writing & Communication
- Research & Mechanics
- Aesthetics & Design
- Technology & Innovation

SUGGESTED TOOLS

- Networking: LinkedIn
- Market Research: Google Search, Hoovers
- CRM: Salesforce, Zoho, Pipedrive, InfusionSoft
- Spreadsheets: Microsoft Excel, Google Sheets
- Communication: VOIP, Zoom, Skype
- CTA/Marketing

TYPES OF SALES REPRESENTATIVE

- Marketing & Advertising
- Lead Generation & Qualification
- Customer Acquisition

- Networking
- Negotiations & Acquisitions
- Investments

- Business Model Transformation
- Growth Strategy
- Market Research

CAREER PATH

- Entry Level: Sales Representative
- Mid-Level: Account Executive
- Career: Business Development Director

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INFORMATION SOURCE

Utah State University is an affirmative action/equal opportunity institution.