



# PROFILE OF A SALES REPRESENTATIVE



## NATIONAL AVERAGE SALARY

# \$57,000 PER YEAR



💰 = \$1,000

RANGES FROM

## \$37,000 - \$105,000

### 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.

### 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



### CAREER PATH



**CO-AUTHORS** Paul Hill, Utah State University    Laurel Farrer, Workplaceless

**FIRNEO**  
Scott Pollack,  
Founder  
[firneo.com](http://firneo.com)



INFORMATION SOURCE