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## **Position Title: Sales Representative**

The sales representative will have a strong understanding of the sales process, excelling at generating leads, building relationships, and closing deals. The ideal candidate will be a quick learner with strong negotiating skills, and the ability to showcase our offerings in a compelling way. Often tasked with customer site visits, giving presentations, attending networking events, and attending trade shows, it's essential that our salesperson be personable, professional, and enjoy travel.

### **Essential Job Duties**

- Develop a deep and comprehensive understanding of our company's products and services
- Conduct consumer research to identify strengths and weaknesses of product offerings.
- Establish a procedure for assessing customer experience. Record and report findings.
- Make sales appointments with clients
- Drive sales by identifying and targeting new markets
- Create tools for marketing products to new clientele
- Use web-based tools to push products to a given target market
- Assists in developing and implementing new sales strategies
- Demonstrates advanced sales knowledge through innovative new sales techniques

### **Daily and Monthly Responsibilities**

- Develop and Maintain working relationships with existing clients to ensure exceptional service and identify new sales opportunities
- Identify appropriate prospects, set appointments, make effective qualifying sales calls, and manage sales cycle to close new business in all service categories offered
- Possess in-depth product knowledge and be able to conduct demos and relay objection handling
- Prepare professional, complete, concise and accurate reports, proposals, booking packages, and other documentation as required for executive-level presentations
- Achieve sales goals by assessing current client needs and following a defined selling process with potential buyers, often utilizing product demos and presentations

### **Skills and Qualifications:**

- Excellent communication, interpersonal, problem-solving, presentation, and organizational skills
- Proficiency with sales management software and CRM
- Personal integrity
- Ability and willingness to travel at least 25% of the time to domestic and international customer events