



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
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firneo.com



INFORMATION SOURCE