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

$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

**CO-AUTHORS**

Paul Hill, Utah State University  Laurel Farrer, Workplaceless

FIRNEO

Scott Pollack, Founder
firneo.com