



SALES FORCE JOB DESCRIPTIONS

# Business Development Sales Representative Job Description

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## About The Sales Management Association

*The Sales Management Association is a global professional association focused on sales management's unique business and career issues. The Sales Management Association fosters a community of interest among sales force effectiveness thought leaders, consultants, academics, and sales management practitioners across many industries.*

*Through training workshops, online resources, and research materials, The Sales Management Association addresses the management issues of greatest concern to practicing sales managers. The Sales Management Association's focus areas include management leadership, sales force performance coaching, sales planning, sales process management, enabling technologies, incentive compensation, and sales force support.*

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## POSITION OVERVIEW

The Business Development Sales Representative (BDSR) sells a subset of the firm's product and services offering to small and medium-sized prospects. The BDSR may have a secondary focus on penetrating certain assigned customers with significant growth opportunity, as assigned by management. Reporting to the Field Sales Manager, the BDSR closes and implements growth opportunities of moderate complexity within an assigned geography. The BDSR's most important means of interacting with customers and prospects is through face-to-face meetings.

The BDSR is responsible for achieving an assigned sales and profit goal.

## JOB RESPONSIBILITIES

- Acquires new customers from an assigned geography, and/or a set of names prospects.
- Leads all aspects of the sales process, while calling upon other company sales resources to assist in solution development, proposal delivery, and implementation, as needed or as directed by management.
- Sells a subset of company products and services to assigned opportunities.
- Refers opportunities for growth in products and services to other company sales resources as appropriate.
- Manages new customers' implementation by directing company implementation resources and by managing customers' expectations and satisfaction with the implementation process.
- Ensures a seamless transition of customer responsibility to the Account Manager following a successful implementation.
- Assist other sales and services resources when called upon by the Field Sales Manager

## ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achieves assigned sales quota
- Meets assigned expectations for profitability
- Achieves new account acquisition targets
- Completes required training and development objectives within the assigned time frame

**ORGANIZATIONAL ALIGNMENT**

- Reports to the Field Sales Manager
- Enlists the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed.
- Transitions new accounts to the Account Manager
- Works with Customer Service Representatives to ensure customer satisfaction and service resolution objectives are met.
- This position has no direct reports

**QUALIFICATIONS**

- Four year college degree from an accredited institution
- Minimum two years of outside sales experience in a business-to-business sales environment
- Prior track record of achievement in positions with significant accountability
- PC proficiency

**ENVIRONMENTAL JOB REQUIREMENTS AND WORKING CONDITIONS**

- This position may require frequent travel
- Candidates must have a valid driver's license and passport
- All prospective employees must pass a background check.

**ABOUT THE SALES MANAGEMENT ASSOCIATION'S JOB DESCRIPTION LIBRARY**

*The Sales Management Association makes these sample job description available to its members in order to provide representative examples of job descriptions – not as a recommendation of job design or specific job responsibilities. Additional job descriptions and resources are available at [www.salesmanagement.org](http://www.salesmanagement.org).*