

Sales Consultant Job Description

A Sales Consultant is responsible for creating strategies to promote and sell products and services to existing and new customers. A Sales Consultant maintains connections between the engineers and the customers to ensure that the services provided meet both company and user satisfaction.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Investigation and documentation of current and prospective customer needs and organizational requirements
- Application of information gathered from investigation and already gained product knowledge to meet the needs of the clients
- Development of in-depth knowledge of the specifications and features of the systems of the employing organization to ensure the delivery of quality services to clients
- Meeting or exceeding monthly sales quotas
- Establish new customers through use of outside sales visits, phone calls and referrals
- Establishment of networks so as to establish and develop new business contacts
- Maintain contact and build continued relationship with current customers
- Preparation, designing and presentation of estimates and presentations for customers
- Provide demonstrations to customers and educate them about products
- Perform follow-up and courtesy calls on a scheduled basis and to update customers on current service and project work
- Assist with prioritization and scheduling of projects, service work and tasks based on overall needs of customers and the company
- Review and determine invoice details and follow up on disputed invoices
- Analyze sales statistics and determine sales opportunities
- Provision of technical support to clients including the installation of software programs and setting up of networks
- Maintain knowledge of the latest market trends, remain updated on product knowledge and present to customers through various marketing campaign tools
- Maintain company website with current data and promotions
- Document all interactions with customer and potential customers
- Any other duties as assigned by management

JOB QUALIFICATIONS:

- Bachelor's Degree in business, communication, marketing or related field
- Excellent communication skills, both written and verbal
- Innovative and able to quickly adapt to situations or develop new solutions
- Knowledge of IT
- Strong organizational skills and ability to multi-task in a small business environment
- Strong negotiation skills and must be innovative and persuasive
- Good networking skills and able to manage a wide variety of customers and client companies
- Outgoing, energetic and confident
- Must hold a valid driver's license with no restrictions and possess reliable transportation