

Sales Representative Job Description

1. Job Brief (About the Role)

{{Company Name}} is hiring a Sales Representative to grow revenue by winning new {{B2B}} customers for our {{product / service}}. This role reports to the {{Sales Manager}} and owns a territory or segment from prospecting through close.

Three or four sentences: the team, who the role reports to, and why this position exists. Skip generic openers like "We are looking for..."

2. Responsibilities

- Prospect and qualify new leads through calls, email, and outreach
- Run discovery calls and product demos tailored to the prospect's needs
- Build and manage a pipeline and keep every stage accurate in the {{CRM}}
- Prepare quotes and proposals and negotiate terms to close
- Hit monthly and quarterly quota and forecast accurately
- Hand off new accounts cleanly to onboarding or account management
- Maintain account and contact records and log all activity
- Represent the company at {{trade shows / industry events}}

Eight to twelve bullets, each starting with a verb. Keep them specific to the day-to-day work, not aspirational filler.

3. Requirements & Skills

- {{X}}+ years of B2B sales experience, ideally in {{your industry}}
- A track record of meeting or exceeding quota
- Strong discovery, presentation, and negotiation skills
- Disciplined CRM and pipeline hygiene ({{Salesforce / HubSpot}})
- Self-motivated and comfortable with outbound prospecting

List the must-haves: experience, licenses or certifications, the systems and tools used, and any physical or shift realities.

4. Nice-to-Have

- Experience selling {{SaaS / a specific product category}}
- A relevant network in the {{territory / vertical}}

Two to four genuinely optional items. Keep them strictly separate from Requirements so they don't deter good applicants.

5. Compensation & Benefits

Pay range	{{Salary Range}}
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Enter a pay range from local market data — do not leave it blank. Pay transparency improves applicant quality and is now required in many states.

6. Schedule & Work Environment

- {{Full-time}}; field or inside sales with {{travel}} as needed
- {{On-site / hybrid / remote}} with a defined territory
- Goal-driven environment with quota and commission

Be honest about shifts, weekends, overtime, and the physical environment. Realistic expectations reduce early turnover.

7. How to Apply

To apply, {{application instructions}} — e.g., send a resume and short cover note to careers@company.com}.

{{Company Name}} is an equal opportunity employer. We celebrate diversity and are committed to an inclusive workplace. We do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other characteristic protected by law.