



Job Situation

Office. Travel to contact customers at their premises, trade fairs, and sales conventions. Telephone, fax, and computer. Reporting to Sales Manager. Irregular hours.

Weekly Hours of Work

45

Overtime

As required

Monthly Salary

\$2,800

Student Loan – Owing

Student Loan – Monthly Payment

Duties

Market research. Sales. Customer relations. Consult with advertising department. Represent company at trade fairs and conventions. Report to upper management.

Prospects

Senior management positions in sales. Public relations Purchasing.

Job Title

Sales Representative

National Occupational Classification (NOC)

6411

Job Description

You are outgoing and energetic, with an instinct for strategy, and a laptop full of facts, figures, and contact names. Sales representatives move a company's products out into the world by building personal contacts with clients. In-depth knowledge of your products and the market is essential.

Drawing on experience in the industry, you pinpoint what is different or better about your product line and identify possible customers. You convince them to buy, using a combination of promotional materials, demonstrations, and personal enthusiasm for the product. You have to win the customer's trust, establish a personal connection, and show a genuine interest in their needs. Timing is important—sales reps earn commission, so you don't want to offer a discount unless you have to.

Once a new client has placed an order, you make sure they get good service and keep them informed about new products and special offers. Occasionally, you spend an entire day on the phone or computer, touching base with clients for a friendly chat. Your manager is always impressed with your success on and you are always complimented on your considerate approach towards clients. You have to remember that reps from other companies are always trying to win customers away from you.

Trade fairs and industry conventions mix business with pleasure. Most sales people love to socialize and do some of their best work over lunch. Keeping an eye on the competition is important. Working in sales can be very high pressure, so the best sales representatives are people who enjoy competition and know how to use stress as a source of energy. Sales is a high profile position in any company and can bring considerable prestige and recognition to those who excel, as well as opportunities for advancement.