

## **SMP Job Description – Sales Representative - Regional**

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**Title:** Regional Sales Representative

**Reports To:** Project Manager

### **Summary**

The Sales Representative is responsible for selling SMP CANADA products and services through the achievement of opportunity-based sales quotas. He or she will reach business targets through the use of excellent sales and communications skills. The Sales Representative is responsible for greeting and working with customers, determining their requirements in order to help them find and purchase the right product by answering questions and conducting detailed demonstrations. Other duties include maintaining a thorough, up to date knowledge of company products and services, and assisting customers and lending agencies with any related paperwork involved with the sale. This individual will also develop his or her revenue generation through the creation of sales leads, initiation of prospect calls, and establishment of ongoing rapport with existing and potential customers. Integrity, vision, and passion are essential for this role.

### **Core Competencies**

- Customer Focus
- Communication
- Energy and Stress
- Mediating and Negotiating
- Problem Solving
- Adaptability / Flexibility
- Result Focus
- Creative and Innovative Thinking
- Ethics and Integrity
- Accountability and Dependability
- Team Work

### **Job Duties**

- Provide prompt and courteous customer service
- Work with prospects to determine their requirements
- Conduct professional, engaging sales presentations
- Answer questions and offer suggestions to prospects based on a thorough knowledge of the product line

- Offer additional products/services to customers related to the sale
- Assist customers with any relevant paperwork to complete the sale
- Maintain an up to date knowledge of competitor's products for comparison
- Maintain and expand the company's database of prospects
- Set up and deliver sales presentations, product/service demonstrations, and other sales actions
- Overcome objections of prospective customers
- Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports
- Enter new customer data and update changes to existing accounts in the corporate database
- Create sales leads and initiate of prospect calls
- Establish ongoing rapport with existing and potential customers
- Investigate and troubleshoot customer service issues
- Attend periodic sales training where applicable
- Appropriately communicate brand identity and corporate position
- Maintain code of ethics, integrity and passion at all times

## **Requirements**

- University or college degree in Business/Sales or an acceptable combination of education and experience
- 2-3 years of direct work experience in a sales or medical equipment capacity
- Strong knowledge of the medical equipment marketplace
- Demonstrated ability to convert prospects and close deals while maintaining established sales quotas
- Success in qualifying opportunities involving multiple key decision makers
- Strong knowledge of retail and/or wholesale sales principles, methods, practices, and techniques
- Strong problem identification and objection resolution skills
- Ability to build and maintain lasting relationships with customers
- Exceptional verbal communication and presentation skills
- Excellent listening skills
- Strong written communication skills
- Self-motivated, with high energy and an engaging level of enthusiasm
- Able to perform basic calculations and mathematical figures
- Ability to travel and attend sales events or exhibits
- Ability to work individually and as part of a team
- High level of integrity and work ethic
- Professional demeanor, selling style, and appearance.
- Experience with customer relationship management software
- Must have valid Passport
- Ability to travel and attend sales events or exhibits