

Job Title: External Field Sales Representative

Reporting Line: External Field Sales Team Lead

Job Summary: The External Field Sales Representative is responsible for generating sales through direct customer interactions in the field. This role involves identifying potential customers, conducting face-to-face meetings, presenting products or services, and closing sales. The representative will work to build strong relationships with customers and achieve sales targets.

Duties and Responsibilities:

- **Customer Interaction:**
 - Identify and approach potential customers through field visits.
 - Conduct face-to-face meetings with customers to understand their needs and recommend suitable products or services.
 - Present and demonstrate products or services to customers, highlighting key features and benefits.
- **Sales Conversion:**
 - Achieve and exceed individual sales targets by effectively closing sales during field visits.
 - Develop and implement strategies to convert leads into customers and maximize sales opportunities.
- **Customer Service:**
 - Maintain a high level of customer service by addressing customer questions and concerns promptly.
 - Follow up with customers to ensure satisfaction and foster long-term relationships.
- **Market Research:**
 - Gather market and customer information during field visits to provide feedback to the sales and marketing teams.
 - Stay informed about industry trends and competitor activities to identify new sales opportunities.
- **Record Keeping:**
 - Maintain accurate records of sales activities, customer interactions, and transactions.
 - Update customer information in the CRM system after each visit.

- **Collaboration:**

- Work closely with the External Field Sales Team Lead and other team members to achieve overall sales objectives.
- Collaborate with the marketing team to align field sales efforts with promotional campaigns.

Key Stakeholder Relationships:

- External Field Sales Team Lead
- Marketing Team
- Customer Service Team

Working Conditions:

- Field-based role with frequent travel to meet customers at various locations.
- Office environment for administrative tasks and team meetings.

Prerequisites:

- **Education:** High school diploma, (namely five (5) CXC passes) or equivalent.
- **Experience:** Previous experience in sales, particularly field sales or direct sales, is preferred.
- **Skills:** Excellent communication and interpersonal skills, strong sales and negotiation abilities, customer-focused mindset, and the ability to work independently.