



SALES FORCE JOB DESCRIPTIONS

# Product Sales Specialist Job Description

The Sales Management Association  
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## About The Sales Management Association

*The Sales Management Association is a global professional association focused on sales management's unique business and career issues. The Sales Management Association fosters a community of interest among sales force effectiveness thought leaders, consultants, academics, and sales management practitioners across many industries.*

*Through training workshops, online resources, and research materials, The Sales Management Association addresses the management issues of greatest concern to practicing sales managers. The Sales Management Association's focus areas include management leadership, sales force performance coaching, sales planning, sales process management, enabling technologies, incentive compensation, and sales force support.*

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## POSITION OVERVIEW

The Product Specialist Sales Representative expands relationships with existing customers by directing and supporting collaborative sales efforts to grow one or more assigned product lines. The Product Specialist Sales Representative closes on qualified opportunities referred by the Business Development Sales Representative, Account Manager, or other sales personnel, while actively collaborating with these team members.

Reporting to the Field Sales Manager, the Product Specialist Sales Representative is responsible for achieving sales quota in the assigned product lines, and for supporting the product-line success of an assigned team of sales associates.

## JOB RESPONSIBILITIES

- Supports the success of an assigned team of salespeople, including Account Managers, and Business Development Sales Representatives.
- Meets assigned targets for profitable sales growth in assigned product lines.
- Provides coaching and professional development to team-member sales associates in order to enhance their product knowledge and sales skills.
- Lead demand-generating marketing activities in the assigned market for the assigned product specialty.
- Establish productive, professional relationships with key personnel in assigned customer accounts.
- Coordinate the customer involvement of other company personnel when needed, including support resources, team members, and management.

## ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achieves assigned product sales quota.
- Supports initiatives that ensure product profitability.
- Achieves product growth targets in the assigned geography or account base.
- Maintains high customer satisfaction ratings that meet company standards.
- Completes required training and development objectives within the assigned time frame.

**ORGANIZATIONAL ALIGNMENT**

- Reports to the Field Sales Manager.
- Responds to the customer support requirements of the supported team, including, including account management and business development sales representatives, implementation and service personnel, and other sales and management resources as needed.
- Works closely with Customer Service Representatives to ensure customer satisfaction and problem resolution.
- This position may be assigned to support a geography or one or more named account teams.

**QUALIFICATIONS**

- Four year college degree from an accredited institution
- Minimum six years of sales experience in a business-to-business, large/strategic customer segment; or
- A record of achievement in the Account Manager position.
- Product certification or equivalent technical credential.
- PC proficiency

**ENVIRONMENTAL JOB REQUIREMENTS AND WORKING CONDITIONS**

- This position includes periods of telephone-intensive work and may require sitting for long periods of time
- This position includes outside travel to customers' premises
- All prospective employees must pass a background check.

**ABOUT THE SALES MANAGEMENT ASSOCIATION'S JOB DESCRIPTION LIBRARY**

*The Sales Management Association makes these sample job description available to its members in order to provide representative examples of job descriptions – not as a recommendation of job design or specific job responsibilities. Additional job descriptions and resources are available at [www.salesmanagement.org](http://www.salesmanagement.org).*