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# Example of Area Sales Representative Job Description

Our innovative and growing company is searching for experienced candidates for the position of area sales representative. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for area sales representative

* Deliver effective presentations to promote American Funds
* Partners with ARL in support of building relationships with strategic intermediaries
* Build, manage and execute effective commercial action plan
* Own the commercial relationship for the clients within your territory
* Accountable for the territory ecosystem including value chain mapping
* Education of clients to increase the adoption of self-service channels
* Update and manage business CRM (bFO)
* Undertake all compliance and administrative activities appropriate to the role
* Achieve sales plan by finding & developing new business, searching out all new customers for CBG products
* Execute on strategic and tactical sales plans for Lithuania and selected countries of Eastern Europe Region to ensure revenue and gross margin objectives are met

## Qualifications for area sales representative

* Minimum of two (2) years of directly related experience in oil company brand management and/or convenience stores is required
* A minimum of 1 year of sales experience preferably in the food or beverage industry
* Proven experience in identifying new sale opportunities and the ability to create solutions for customers, to deliver long term profitable sales growth for both parties
* Some experience in the pharmaceutical, industrial, biotech and academic segments would be beneficial
* Ability to endure frequent standing and walking valid driver’s license with a clean driving record
* Understanding of the care sector and/or experience from selling SAAS and IoT-solutions