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# Example of Area Sales Job Description

Our innovative and growing company is looking to fill the role of area sales. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for area sales

* Actively engage with new and existing distributors, contractors and end users to promote the sale of Radiodetection products
* Ensure that CRM package is fully utilized as a tool for recording customers and tracking quotations/projects for follow-up and forecasting
* Participate in activities such as account planning, product presentations, technical presentations, and distributor ride-a-longs relating to the operation of Radiodetection products
* Participate in and manage special projects as directed by VP, Sales
* Confers with management to determine sales objectives and develop policies to achieve organization goals
* Develops, coordinates and executes sales objectives, strategies and advertising and promotional programs to gain market share
* Actively participate with distributors to close key dealer sales opportunities and identify, qualify and assist in closing new distributors for Nortek Global HVAC
* Oversees and approves budget planning and sales forecasting and prepares other reports for management as requested
* Works in conjunction with and ensures support for sales administration, product development, marketing communications and research
* Communicates and enforces company policies and practices

## Qualifications for area sales

* Responsible for entire process of building pipeline, including lead generation, discovery, and qualification
* Install, maintain and use software testing programs
* Engages Executives and other key stakeholders to develop new account opportunities
* Creates a business solution consisting of services and software that uniquely addresses the customer’s needs
* Performs sales demos
* Increases net promoters/customer references