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# Example of Research Sales Job Description

Our company is searching for experienced candidates for the position of research sales. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for research sales

* Optimize the sales effectiveness for the sales unit– continue to refine and optimize the sales activities and sales enablement tools
* Ad-hoc sales unit support.Act as a thought-partner, “COO of sorts” and business advisor to the SVP and Sales Directors for Corporate Sales
* Personal outreach to identified targets
* Follow up on leads, leveraging marketing materials
* Ensure contact details of key buying influencers are captured and entered into CRM
* Initiate qualification process of leads and convert to opportunities
* Meet weekly with customers, focusing on key accounts and large business opportunities
* Develop Territorial Business Plan to achieve sales goals
* Utilize business systems and tools to effectively forecast monthly sales for key accounts and overall territory
* Manage territory activities through Salesforce.com, including, but not limited to, tracking customer interactions, and pricing/quotation requests

## Qualifications for research sales

* Knowledge of digital and multi-platform analytics desirable
* Passion for career in television preferred
* Knowledge and enjoyment of pop culture preferred
* Knowledge of conversation analysis techniques and platforms such as Crimson Hexagon, Converseon, Sysomos
* Strong verbal, written communication and presentation skills, good interpersonal skills are required
* Work closely with the Ad Sales Research team and the Mexico Ad Sales office to set out the goals for the team