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# Example of Research Sales Job Description

Our growing company is looking for a research sales. 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 research sales

* Develop and maintain adequate short/long term sales pipeline to consistently generate profitable revenue
* Achieve revenue goals by growing existing customer bases conversions of competitive accounts
* Work with the Regional Sales Manager to build growth business plans around Strategic Accounts
* Develop and maintain one-on-one relationship with key distributor sales reps within assigned areas
* Help ensure that the research needs of Turner Sports Ad Sales team are met in an efficient and timely manner
* Learn how to use various syndicated research tools that are common across the media industry, including but not limited to, Nielsen NPower, MRI MEMRI, comScore, Star Trak, and MyEvents
* Focus will be on data analysis to help create/update brand materials that position Turner Sports TV and Digital positively within the Ad Sales marketplace
* Healthcare information exchange platform
* Suite of advanced data warehousing and analytics solutions
* Solutions for the secure exchange of electronic health information, reducing costs, enhancing revenues, and improving patient care

## Qualifications for research sales

* High level of proficiency with Nielsen software systems - and strong understanding of Nielsen media metrics and methodology - a must
* You will ideally have a background in Business, Marketing or Media Studies
* Build and maintain innovative tools for our teams to have the necessary audience and market information for key decision making
* Serve as the in-market knowledge base for al local relevant market intelligence information that can help drive the business forward
* A college degree with a focus in Business, Economics, Mathematics, and/or Media
* Developed career in Mexico a must