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# Example of Sales & Commercial Job Description

Our innovative and growing company is looking to fill the role of sales & commercial. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for sales & commercial

* Achieve Commercial sales results within channels through the development and implementation of targeted relationship building, sales support, pricing policies, sales policies, support tools, Relevant sales results include gross sales, profits, and management objectives
* Aggressively identify and develop Commercial Sales opportunities for the WM product lines, and lead business unit changes to align offerings / support to better serve Commercial customers
* Ensure that essential market insights about competition, general market conditions, marketing pricing/promotions, distribution channel changes and any other items material to the business are effectively communicated to Product Managers and the Marketing team
* Provide leadership and oversight to Commercial Sales team and support functions to provide accountability for achieving results
* Manage commissioned Commercial Sales Reps ensuring they are adequately supporting the Weil-McLain product line and achieving growth targets
* Develop strong cross-functional relationships to ensure alignment on marketing strategy, new product development planning / implementation, and production needs
* Develop value selling tools, in coordination with the Marketing Communications team, that differentiate our company’s products and grow accounts
* Develop and manage departmental budgets, annual sales plans, and proactively communicate impacts to outlook and forecasts
* Manage and grow business at existing accounts
* Explore new accounts and sales opportunities

## Qualifications for sales & commercial

* Is motivated by selling (interested, enthusiastic and committed to the sales function)
* A bachelors or equivalent degree required
* High School Diploma or General Education Degree (GED) and one to three years’ experience in business to business sales
* A degree in Finance
* FMCG Sector experience preferable but open to Retail sector as well
* 3+ Years’ experience with team based B2B sales