



Example of Digital Sales Representative Job Description

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Our innovative and growing company is looking for a digital sales representative. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital sales representative

- Increase prospects' awareness and understanding of Rally's products in order to increase new customer signings expand usage of existing customers
- Partner with marketing campaign coordinators to maximize marketing's impact on revenue
- Engage the appropriate technical resources as necessary
- Partner with sales to ensure marketing campaigns and events resonate with Rally's existing customers and prospects
- Improve Rally's understanding of why prospects do or do not pursue and help drive improvements in sales tactics and strategies
- Data management, including tracking of the current sales forecast, proposals/quotes outstanding, orders received, renewal rates, and additional relevant data
- To manage virtual teams where necessary and work across different lines of business
- To develop and execute successful Middleware & Cloud sales campaigns
- To create new leads, and thoroughly qualify leads & sales opportunities
- Participation during staff meetings giving feedback on how projects are working

Qualifications for digital sales representative

- Success in driving new customer acquisitions
- Track record of exceeding annual sales targets
- Success in working in a matrix-based pre-sales team
- Proven success in selling to executive "C" suite