



Example of Digital Sales Representative Job Description

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

Responsibilities for digital sales representative

- Work with account buyer and planner to ensure market and customer capacities are met
- Sells complex solutions, products and services for a set of assigned accounts
- Proactively generates, qualifies and reviews new leads to drive higher sales opportunities and closure
- May provide coaching to team members
- Develop, prepare and create solutions-based needs proposals for prospects tied to their business objectives using PowerPoint, Word and Excel
- Demonstrate consistent communication and follow through with accounts, management, production and other applicable departments to drive client retention, growth, renewal and satisfaction through reviewing digital ad performance reports and make recommendations to further increase results of the customers advertising campaigns
- Actively monitor advertising in competing digital media to generate potential prospects for new business development
- Maintain standards of performance as outlined by management, including digital revenue, active accounts and sales activity and goals
- Salesforce Activities
- Primary contact with Customers

Qualifications for digital sales representative

- A proven track record in SaaS/IT sales, with demonstrated skills in sales pipeline progression, forecasting, and management -- using CRM systems excellent communication and presentation skills
- A high level of drive, enthusiasm, initiative, commitment
- Proven understanding of server-side templating languages
- Generate a targeted number of accepted leads by assessing the client's needs and handing the opportunity over to the appropriate Digital Sales Account Manager in a timely manner
- Research and build prospect accounts, identifying new sales opportunities through outbound efforts (e,g, emails, cold calls and social media)