



Example of SMB Sales Job Description

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Our company is looking to fill the role of SMB 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 SMB sales

- Ongoing mentoring and development of the SMB sales team which includes recruiting, hiring and training new Reps on sales process
- Achieve or exceed assigned quarterly and annual sales goals and objectives
- Understand competitors' approaches to the markets, and what makes them successful
- Build an expansive internal network to bring all possible expertise and resources to bear on your projects
- Very good knowledge of Hospitality business processes, ideally with the Hotel Industry within Israel
- Order and Sales Revenue
- Margin Expansion (grow gross margin faster than sales through value pricing)
- Assist District Sales Management and Sales leader to achieve District and National sales goals
- Define and execute a strategic growth plan for prospects and clients within our SMB channel market
- Lead the SMB sales team with involvement in territory / account planning, opportunity development and key client facing activity

Qualifications for SMB sales

- Research market trends, opportunities and competition to support sales pitch delivery

- Participate in special projects (as required) and perform other duties as assigned to contribute to overall sales and team results
- Develops, plans, and coordinates seminars, sale incentive plans, and
- Other strategies to achieve business unit objectives
- Comfortable taking direction and tasks from multiple sources and prioritizing effectively