



# Example of SMB Sales Job Description

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Our growing company is hiring for a 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

- Coach sales people to develop their sales skills including vertical market management, forecasting, prospecting within account base, negotiations, & other necessary skills
- Maintain/protect DocuSign core values by hiring culturally aligned team members & leading by example
- Provides value in complex negotiations & the closing of new business, including appropriate use of Senior Sales & Commercial Executives to maximize results
- Work with each AE to develop & implement vertical-wide business & sales plans to achieve sales quota
- Ensures the team effectively leverages sales tools & systems consistently & in alignment with Rules of Engagement
- Communicates & prioritizes product & business needs from the field to appropriate corporate departments
- Identifies & supports opportunities for the training & professional development of department personnel
- Perform advanced technical presentations for customers, and prospects remotely and in-person
- Provide direct support for the technical fulfilment of RFI's, RFQ's and RFP's in their assigned territory
- Manage all customer feature requests including documentation of customer requirements, prioritization of all customer requests within each account, and

## Qualifications for SMB sales

- Comfortable in selling situations and able to communicate well with C-level decision makers
- 6 years of Sales Leader experience
- Proven experience in driving different sales models – Key Account Management, Channel-Distributor led sales management, Channel-System Integrator led sales management
- Proven experience in working closely with a peer group comprising of cross function leaders in Product Marketing, Working Capital, Customer Service, Technical Service, Supply chain and logistics experience
- Excellent track record in people management, sharing a common vision and translating that into tangible outcomes
- Experience driving sales through a channel/consultant community