

Just the Job

Information Sheet

Retail Account Manager

Job title/s: Account Manager (Sales), Marketing Representative, Merchandiser/Salesperson

Job description:

Sales representatives promote market and sell products or services to new and existing clients.

Sales representatives may do some or all of the following:

- Identify and manage customers
- Service existing customers
- Prospect for new customers
- Effectively follow up customer enquiries and complaints
- Product knowledge sessions
- Participate in customer promotions
- visit and talk to clients about products and services, and provide them with information on new products
- take orders for the products or services
- arrange contracts and payment details with clients
- arrange for delivery or installation of products
- stock shelves with products or suggest how to display products
- train clients about how to use purchased items
- keep in contact with clients and answer their enquiries
- deal with complaints and arrange for servicing of goods if they are faulty
- advise management and staff of the clients' needs
- keep sales records and write reports
- predict future market trends and develop new sales ideas to attract more clients
- find and contact potential new customers
- organise sales budgets
- attend trade shows and conferences.

Qualifications required:

A driver's license is generally required to become a sales representative.

Secondary education.

Three or four years of secondary school education, including English and maths, is preferred.

Useful experience: Sales work or work within the industry you are selling to is useful experience for sales representatives. Retail work, marketing work, or work that involves dealing with money and customers may also be helpful.

Sales representatives need to have:

- knowledge of the products or services being sold, the market for those products or services, and how to advertise or promote them
- specialist knowledge of the particular industry they are selling in, including competitors' products
- an understanding of contract law
- the ability to place orders and manage stock
- good communication and people skills for dealing with a large number of different people and analysing clients' needs
- good time management skills
- business, marketing and basic accounting skills.
- Territory planning skills
- Timely and accurate reporting
- The ability to meet sales targets
- The ability to converse well, express ideas fluently and be a good listener
- A clean tidy professional presentation
- Good relationships to all company workers and be able to participate in a team and show team spirit

Qualifications available:

- National Certificate in Retail Level 2
- National Certificate in Retail Level 3
- National Certificate in Retail Level 4

Training costs:

- National Certificate in Retail Level 2: \$250
- National Certificate in Retail Level 3
- National Certificate in Retail Level 4

Location of job:

Sales representatives work in offices, shops, factories, businesses and in clients' homes. They may travel locally or around the country to meet with clients.

Salary range:

Salaries vary, but sales representatives usually earn between \$30,000 and \$60,000 per year depending on the industry they work in, and their sales success. Income may also include a commission, a car or vehicle allowance, a cellphone, and bonuses or incentives.

Other careers this profession could lead to:

Sales representatives may progress into specialist sales or management roles.

Tips on how to increase the chances of successfully entering this industry:

Sales representatives need to be:

- friendly, patient and helpful
- self confident and self-motivated
- enthusiastic and persuasive
- able to work well under pressure.

Websites to source information about this job:

Career Services www.careers.org.nz

Retail World Resourcing <http://www.rwr.co.nz/>

New Zealand Retailers Association www.retail.org.nz