

About the Role

The **Outside Sales Representative** will be responsible for driving revenue growth by identifying and securing new business opportunities while maintaining and expanding relationships with existing clients. This role requires a proactive, results-driven professional with a strong ability to generate leads, close deals, and build long-term customer relationships. The ideal candidate thrives in a fast-paced sales environment and has a proven track record of exceeding sales targets.

Key Responsibilities

- Develop and execute a strategic sales plan to generate new business and expand existing accounts.
- Identify and prospect potential clients through networking, cold calling, and industry research.
- Conduct face-to-face meetings and presentations with prospective customers to assess their needs and offer tailored solutions.
- Build and maintain strong relationships with clients, providing ongoing support to maximize satisfaction and retention.
- Negotiate contracts, pricing, and terms to achieve mutually beneficial agreements.
- Collaborate with internal teams, including marketing and operations, to ensure seamless execution of sales strategies.
- Track sales activities, opportunities, and performance metrics using CRM software.
- Stay informed about market trends, competitor activities, and industry developments to refine sales strategies.
- Represent the company at trade shows, industry events, and client meetings to enhance brand visibility and business opportunities.
- Provide regular reports on sales performance, forecasts, and key insights to sales leadership.

Qualifications & Skills

- 3+ years of experience in outside sales, business development, or a related field.
- Proven track record of meeting or exceeding sales targets.
- Strong negotiation and closing skills.
- Excellent communication and interpersonal skills.
- Ability to work independently while effectively collaborating with internal teams.
- High level of motivation, organization, and time management skills.
- Experience using CRM software and sales analytics tools.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Ability to travel within the assigned territory as needed.