

# Sales and Business Marketing Career Pathways

## Location of Sales Interaction

### **An inside sales representative**

- Responds to and receives requests for quotations, orders, and information from customers by telephone, email, fax, etc.
- May initiate purchase orders and coordinate responses to service requests

### **An outside sales representative**

- Spends a significant amount of time making personal visits to businesses to maintain contact and service existing accounts
- Visits prospective businesses to develop new customer relationships

## Compensation

**Salary:** Fixed amount of money given over a period of time

- Provides steady income
- Little financial incentive to sell more

**Commission:** Usually based on a percentage of revenue or profits generated from sales

- Provides incentive to sell more
- May be a disincentive to providing extra service

**Bonus:** Lump sum incentive often based on reaching a certain level of sales

- May be given based on the attainment of individual, group, regional and/or company goals.

**Combination:** Plan that incorporates a combination of salary, commission and/or bonuses

- A combination of compensation methods is the most common for a sales representative.

## Role of Prospecting (Process of locating potential customers)

### **Significant**

- In this position, a majority of the sales representative's time is spent searching for new accounts.
- Much time is also spent developing leads and qualifying them.

### **Moderate**

- In this position, the job consists of a balance between finding new accounts and servicing old customers.

### **None**

In this position, most of the sales representative's time is spent servicing and selling to existing accounts.

- The sales representative is not responsible for finding new business - the accounts they are assigned are already established.

## Type of Customer

### **Business to business**

- This position consists of selling products and/or services to businesses.
- The companies will use the product in one or more of the following ways:
  1. In the production of other products (manufacturer)
  2. For resale (retail store)
  3. For use in their operation (office supplies, furniture, etc.)

### **Business to consumer**

- This position consists of selling directly to a consumer who purchases the product and/or service for personal or family use.
- Products or services these individuals may buy include:
  - Financial Services, Retail Product, Home Improvement Products