

SALES REPRESENTATIVE JOB DESCRIPTION



MISSION

October 2017

The Sales Representative (SR) is a credible professional selling BUKSA's services to associations, government, universities, and other businesses in Canada. The mission of the SR is to take our company to a whole new level, aggressively growing our business and expanding BUKSA's reach in Alberta and across Canada, through various sales and business development initiatives.

While the SR is expected to spend much of his/her time on the phone, you will also find and attend events where you can interact with potential clients. You will be tightly connected to the BUKSA management team in planning marketing and contributing to management discussions overall.

The SR has excellent communication and interpersonal skills, is highly professional and aligned with BUKSA's core values, and thrives in a fast-paced environment. This position is based in Edmonton, with travel required.

The Sales Representative (SR) reports to the President. Ongoing training, mentoring, and some administrative support will be provided.

ACCOUNTABILITIES

Providing effective and professional communication, both verbal and written, at all times.

Generating your own leads and setting your own appointments

Generating new business relationships and new revenue for BUKSA

Finding and attending events at which you meet potential clients

Managing the sales process: lead generation, client qualification, solution pitch, quotes, negotiation, close, handover to the Project Managers

Managing and maintaining the sales pipeline using BUKSA's CRM system

Preparing quotes and proposals

Responding to RFPs in a timely manner

Keeping abreast of issues and opportunities in the conference management industry

Presenting BUKSA to potential clients through direct communication in face-to-face meetings, telephone calls and electronically

Reporting regularly to management on progress against targets

Working with the BUKSA communications team to organize events and marketing campaigns

Recommending sales strategies and service / product enhancements to improve market share

Ensuring BUKSA remains positive and responsive to prospective clients

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KEY COMPETENCIES

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Communication, written & oral	Integrity	Customer focus	Self-awareness
First Impression	Initiative	Accountable	Team Player
Independence	Judgement/ Decision Making		

OTHER REQUIREMENTS

- Degree or diploma in business, or equivalent experience
- 2-4 years of sales experience
- Travel required 4-6 times per year
- Driver's license and own vehicle required

Compensation: Commensurate with experience

Benefits: Healthcare spending account allowance

APPLICATIONS

To apply, complete the Career History Form on the BUKSA website (www.buksa.com/Careers), and email it along with a cover letter and resume to careers@buksa.com.

Applications submitted without the Career History Form will not be considered.

We look forward to hearing from you!