

job description

SALES MANAGER

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BASIC FUNCTION & RESPONSIBILITIES

Develop relationships with key accounts to maximize revenue and client retention. Responsible for offering the best possible customer experience as well as providing hands-on explanations of any new or updated products when necessary. Candidates work as ambassadors and are responsible for establishing and maintaining good relationships with customers. They must build trust and act as support for prospects, ensuring they lead to potential future sales.

Key responsibilities are:

- Travel within sales territory to meet prospects and customers
- Conduct calls and face to face meetings with customers daily
- Build and maintain relationships with new and repeat customers
- Maintain records of all sales leads and/or customer accounts
- Educate customers on how products or services can benefit them financially and professionally
- Sell the company's products or services to customers within the given industry
- Monitor the company's industry competitors, new products, and market conditions to understand a customer's specific needs
- Work closely with the marketing department to help build the brand

EDUCATION & TRAINING

Bachelor's degree in marketing, business, economics, communications, and/or any equivalent education that demonstrates expertise in customer engagement.

KEY CHARACTERISTICS

- Strong interpersonal skills
- Self-starter
- Detail-oriented
- Willing to work independently
- Always team focused