



Salesperson

Description

Salespersons are responsible for procurement and importation of goods, acquisition of raw materials and intermediates, organising the reception and warehousing of goods, sales of goods, and import of goods. Their main field of work is trade. Regardless of the product type, salespersons are in charge of coordinating and managing the process of procurement, importation, reception and exportation of goods, but they also do presentation and promotion of goods/products to customers, identify market needs, and design strategies how to best reach the customers and offer their products. Considering that they work with many different products, salespersons work closely with the specialists who are familiar with specific product types. They continuously maintain contact with suppliers and customers. They communicate with customers so as to define the order, adjust their offer, make recommendations to customers, and they define the deadline for payment. Keeping documentation is another very important part of their work. They use PC in their daily work and they also use programmes which enable them to keep documentation and follow the data. Salespersons do their job indoors, in an office.

To work as a salesperson, you need to have good communication, organisation, and presentation skills. Communication often takes place in English. To be able to reach the customers and deal with their orders and needs, you need to be creative and imaginative, persuasive and persistence, and you need to possess sale negotiation skills; on the other hand, however, you need to be precise and accurate when you fill out the documentation and make statistical analyses of the market. Salespersons need to work in a team, they need to collaborate with the financial department and with the specialists who support them in the sales and reaching the clients.

Desirable traits/requirements

- Good communication skills and sociability
- Good knowledge of Serbian as the language of the educated, and fluency in foreign languages
- Good memory and an eye for detail
- Being organised
- Preciseness and accuracy
- Responsibility and reliability
- Flexibility and resourcefulness
- Persuasiveness and being goal-oriented
- Self-reliance, but also teamwork skills

Positive aspects:

- Salespersons work with people and they have opportunity to express their creativity and organise the procurement and sales processes. Working in an office is another advantage of this job. Also, there exist learning and career advancement opportunities.

Negative aspects:

- Salespersons sit for prolonged periods of time and they use PC intensely. Communication with customers and sales process can be quite demanding. The procurement, importation and exportation processes do not always develop as planned.

Career path/field of work

To do the salesperson's job, you need to finish a four-year secondary vocational school.

Salespersons mostly work in trade companies, business and companies – their sales and procurement department.