

Sample research paper on sales career research project

[Business](#), [Company](#)



Sales Job #1

Company/Employer: Unishippers

Industry: Transportation Services

Job posting Website: <http://sales-jobs.theladders.com/>

Summary of Job Description:

Unishippers is a leading global logistics firm. The employer needs an experienced logistics sales person whose job will entail developing and closing corporate logistics accounts in Atlanta market. The successful candidate will be provided with a health insurance policy, laptop and cell phone.

Job Requirements:

The eligible applicant should have a minimum of two years experience outside business to business sales experience and a proven track record. The applicant should be a holder of a four year degree and prior experience in shipping/logistics will be an added advantage.

Job Functions and Responsibilities:

The successful candidate will be required to develop and close logistics accounts. In addition, he/she will expand the customer base and formulate methods of retaining them in the company.

Description of the product/ Services Sold:

The company provides logistic services to small and medium-sized businesses at low rates. The company operates through franchise where it

contacts leading carriers such as UPS and YRC to provide both road and freight modes of transport. The company maintains a continuous observation of logistics by communicating with the carriers and the customer from departure until the shipment arrives to the customer.

Steps of the Sales process Used in this position:

Key steps applied in this position include

- Search of potential clients through internet and phone communication
- Explaining to the client about the company and its services
- Convincing the client of the successes of the company
- Contractual agreement with the client on the product and service needed and terms of service.
- Geographical assessment of the products destination and possible mode of delivery to reduce cost.
- Franchise the service and continuous tracing of transport details through telephone and GPS channels.

Longest Step in the Sales Process:

The longest step is convincing the client to choose your products and services. This is because clients are skeptical about the security of their products.

Top Five Daily Activities Performed:

- Review of clients' records and pending assignment.
- Meeting with prospective clients
- Market Study of the trending issues in the sector to keep abreast with rivals

- Follow-ups on potential and current clients to assess their opinion of the company's services
- Writing a report on the day's activities and submit to the departmental manager

Top Three Sources of Lead:

- Friends' contacts
- Direct marketing
- Online advertisements on social media or on search engines

Prospect/Customer contact:

Prospective customers who may have requested time to carry out further investigation are called at most once a day especially during morning hours. Current customers are called bi-weekly to check on their progress.

Use of CRM Technology:

Customer Relationship Management (CRM) model involves synchronization of both the customer and the company's communication path through the website. The model enhances easier conversation between potential clients and sales executives. Customized software to suit the needs of the service is necessary. Some of the synchronized data include E-mail, phone contacts, audio and chat sessions and prompt advertisement of products and services. It is modified to notify the sales executive when a visitor opens the website or when an existing client is available.

Sales Job #2

Company/Employer: Centurylink

Industry: Telecommunications

Job posting Website: <http://sales-jobs.theladders.com/>

Summary of Job Description:

Centurylink is a reputable provider of communication services, internet at high speed and entertainment services across the globe. It incorporates both business and residential clients to offer them with the best solutions.

Job Requirements:

Eligible applicant should possess a minimum of 2 years experience in a business to business related field. The candidate should be skillful in oral and written communication, analytical skills and solving problems. Prior experience with a proven track record of excellent performance will be paramount.

Job Function and Responsibilities

Successful candidate will to be ranked as Account manager level III and the job will entail inside Business to Business sales. The applicant will be required to secure new revenue channels and identifying new locations for current customers. In addition, the successful person will be expected to increase the products and services available to customers and regain control of opportunities dominated by competitors.

Description of Products/Services sold:

The company provides internet to homes and businesses where clients pay constant monthly charges for usage. Besides, the company provides and

maintains communication services to both homes and business by offering frequent maintenance and upgrade for efficient communication.

Steps of the Sales process Used in this position:

- Search of potential clients through internet and phone communication
- Explaining to the client about the company and its services
- Convincing the client of the successes of the company
- Contractual agreement with the client on the product and service needed and terms of service.

Longest Step in the Sales Process:

The longest step is convincing the client to choose your products and services. This is because clients are skeptical about the security of their products.

Top Five Daily Activities Performed:

- Review of clients' records and pending assignment.
- Meeting with prospective clients
- Market Study of the trending issues in the sector to keep abreast with rivals
- Follow-ups on potential and current clients to assess their opinion of the company's services
- Writing a report on the day's activities and submit to the departmental manager

Top Three Sources of Lead:

- Friends' contacts
- Direct marketing
- Online advertisements on social media or on search engines

Prospect/Customer contact:

Prospective customers who may have requested time to carry out further investigation are called at most once a day especially during morning hours. Current customers are called bi-weekly to check on their progress.

Use of CRM Technology:

Customer Relationship Management (CRM) model involves synchronization of both the customer and the company's communication path through the website. The model enhances easier conversation between potential clients and sales executives. Customized software to suit the needs of the service is necessary. Some of the synchronized data include E-mail, phone contacts, audio and chat sessions and prompt advertisement of products and services. It is modified to notify the sales executive when a visitor opens the website or when an existing client is available.

Sales Job #3

Company/Employer: Fora Financial

Industry: Financial Services

Job posting Website: <http://sales-jobs.theladders.com/>

Summary of Job Description:

For a Financial is a company with a strong financial services experience,

whose objective is to provide small and mid-sized companies with working capital in the whole country. The company provides innovative and customized solutions to customers who intend to obtain capital to supplement their businesses. Since its establishment, it has disbursed more than \$100 million to a customer base of 3000 customers.

Job Requirements:

Eligible applicants should be a Bachelor's degree holder with a minimum of two years experience in selling financial products. The applicant should be fluent in English language and proficiency in Spanish will be an added advantage. The remuneration package will include a \$40000 basic salary plus commissions.

Job Function and Responsibilities:

Successful candidate will be obliged to build a good relationship with new and existing customers, educate potential clients about products and services offered by the company and be responsive to client's demands to foster business growth. In addition, the person will apply a soft sell approach to lure and retain customers and increase revenue. He/she will be mandated to grow and maintain a recurring book of business.

Description of products /services sold:

Individuals are required to open depository accounts with the company and make consistent deposits for six months. To qualify for loan, members are required to apply not more than the amount deposited. The person will repay the loan at a prevailing rate of interest within a stipulated period.

Steps of the Sales process Used in this position:

- Search of potential clients through internet and phone communication
- Explaining to the client about the company and its services
- Convincing the client of the successes of the company
- Contractual agreement with the client on the product and service needed and terms of service.

Longest Step in the Sales Process:

The longest step is convincing the client to choose your products and services. This is because clients are skeptical about the security of their products.

Top Five Daily Activities Performed:

- Review of clients' records and pending assignment.
- Meeting with prospective clients
- Market Study of the trending issues in the sector to keep abreast with rivals
- Follow-ups on potential and current clients to assess their opinion of the company's services
- Writing a report on the day's activities and submit to the departmental manager

Top Three Sources of Lead:

- Friends' contacts
- Direct marketing
- Online advertisements on social media or on search engines

Prospect/Customer contact:

Prospective customers who may have requested time to carry out further investigation are called at most once a day especially during morning hours. Current customers are called bi-weekly to check on their progress.

Use of CRM Technology:

Customer Relationship Management (CRM) model involves synchronization of both the customer and the company's communication path through the website. The model enhances easier conversation between potential clients and sales executives. Customized software to suit the needs of the service is necessary. Some of the synchronized data include E-mail, phone contacts, audio and chat sessions and prompt advertisement of products and services. It is modified to notify the sales executive when a visitor opens the website or when an existing client is available.

Sales Job #4

Company/Employer: Point Protection

Industry: Security Services

Job posting Website: <http://careers.staples.com/key-hiring-areas/sales-jobs/>

Summary of Job Description:

Point protection is a Home Automation and Security dealer in Salt Lake City. The company's core objective is to provide security solutions to homes and businesses. The employer is seeking sales executives who will act as consultants and respond to the customers questions promptly.

Job Requirements:

Eligible applicants should be physically fit, have strong communication skills,

self motivation self discipline and flexible to learn new things. In addition, he/she should possess a cell phone and have reliable means of transport to own area and designated areas of work.

Job functions and responsibilities

Successful applicant will be mandated to exercise consultative duties on behalf of the company and respond to the client's complaints and requests. In addition, employee will engage in marketing services to search for new clients and retain the existing customers.

Description of the product/ Services Sold:

The company sells automated security locks which are codes with secret details to alert the owner of any intruder. Besides, the company offers routine maintenance of installation system and upgrade at an affordable price.

Steps of the Sales process Used in this position:

- Search of potential clients through internet and phone communication
- Explaining to the client about the company and its services
- Convincing the client of the successes of the company
- Contractual agreement with the client on the product and service needed and terms of service.

Longest Step in the Sales Process:

The longest step is convincing the client to choose your products and services. This is because clients are skeptical about the security of their products.

Top Five Daily Activities Performed:

- Review of clients' records and pending assignment.
- Meeting with prospective clients
- Market Study of the trending issues in the sector to keep abreast with rivals
- Follow-ups on potential and current clients to assess their opinion of the company's services
- Writing a report on the day's activities and submit to the departmental manager

Top Three Sources of Lead:

- Friends' contacts
- Direct marketing
- Online advertisements on social media or on search engines

Prospect/Customer contact:

Prospective customers who may have requested time to carry out further investigation are called at most once a day especially during morning hours.

Current customers are called bi-weekly to check on their progress.

Use of CRM Technology:

Customer Relationship Management (CRM) model involves synchronization of both the customer and the company's communication path through the website. The model enhances easier conversation between potential clients and sales executives. Customized software to suit the needs of the service is necessary. Some of the synchronized data include E-mail, phone contacts, audio and chat sessions and prompt advertisement of products and services. It is modified to notify the sales executive when a visitor opens the website or when an existing client is available.

Summary of learning

Which one of the four positions would you apply for and why?

I would apply for a sales representative job at Fora Financial. This is because of my vast experience in sales techniques which I would apply to win client's confidence. In addition, working in a financial institution will provide me with a new avenue to increase my experience capacity.

How prepared are you for this position now? What would you need to do to be seriously considered as a good candidate upon graduation?

Currently, I am equipped with sales techniques which would supplement the little knowledge I have about financial institutions and loans. I would engage more in research about different sales techniques used in different fields of sales to supplement my current skills in sales marketing.

Three things that you learned from this assignment that surprised you

- In every job advertised, experience is necessary, therefore fresh graduates have little chance of getting employed.
- Most advertised jobs did not provide exact remuneration package. Instead they gave an estimated range of salary and commission.
- Most jobs demand a degree as the lowest level of education without considering graduates from tertiary institution.