

# Sales representative job description

Updated October 17, 2026. Written and reviewed by the HRTally Research Team. Replace everything in [brackets].

## Details

- Department: [Department]
- Reports to: [Manager title]
- Location: [City, State, or remote]
- Employment type: [Full-time, part-time, or seasonal]
- FLSA status: [Exempt or nonexempt]
- Pay range: [\$X to \$Y per year]

## About [Company]

[Two or three sentences about what your company does, who it serves, and why people like working here.]

## Job summary

We're hiring a sales representative to build a pipeline, win new customers in [territory or segment], and grow revenue for our [product or service].

## What you'll do

- Prospect and generate new business through calls, email, social, and in-person visits.
- Qualify leads and understand each prospect's needs and buying process.
- Run product demonstrations and presentations.
- Prepare proposals and quotes, and negotiate terms.
- Close new business and meet or exceed quota.
- Keep pipeline and activity records current in [CRM].
- Work with marketing, customer success, and operations on smooth handoffs.
- Attend trade shows and industry events as needed.

## What you'll need

- [Two] or more years of B2B sales experience.
- Track record of meeting or beating quota.
- Strong communication, listening, and negotiation skills.
- Valid driver's license for outside roles.

## **Nice to have**

- Bachelor's degree.
- Experience selling into [industry or buyer].
- Experience with [Salesforce, HubSpot, or another CRM].

## **Skills**

Prospecting, Discovery, Negotiation, Pipeline management, Resilience, Presentation.

## **Physical demands and work environment**

Field or office setting. Outside roles require regular travel within the territory.

## **Pay and benefits**

[\$X to \$Y per year], based on experience and location. [List benefits, such as health insurance, retirement plan match, paid time off, and training.]

## **Equal opportunity**

[Company] is an equal opportunity employer. We consider all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, veteran status, or any other status protected by law. If you need a reasonable accommodation to apply or interview, contact [name] at [email or phone].

## Hiring notes for HR and the hiring manager

### Pay data

- Median hourly wage: \$34.65 (BLS OEWS, May 2025, SOC 41-4012, Sales representatives, wholesale and manufacturing, except technical and scientific products).
- Median annual equivalent: \$72,070 (hourly median x 2,080 hours).
- Mean annual wage: \$82,530.
- Check state and metro data at [bls.gov/oes](https://bls.gov/oes) before setting your range, and include the range in postings where the law requires it.

### Exempt status and legal notes

FLSA status: Depends on duties. Duties and pay decide overtime eligibility, not the job title.

Outside sales employees who customarily work away from the employer's place of business and whose primary duty is making sales are exempt from minimum wage and overtime, with no salary test required. Inside sales representatives who work from the office or from home are generally not outside salespeople, so they need to meet another exemption or be paid overtime. Many states, including California and New York, require written commission agreements.

### How to customize it

- State base, commission rate, and on-target earnings.
- Describe the quota and how it's set.
- Name the territory, deal size, and sales cycle.
- Say whether leads are provided or self-sourced.

### Interview questions

1. Walk me through a deal you lost and what you'd do differently.
2. How do you build a pipeline in a new territory?
3. Sell me something you use every day.
4. How do you handle a prospect who says your price is too high?

### Before you post

- Separate required from preferred. Required means you won't hire without it. Everything else is preferred. Long required lists screen out qualified people.
- Describe physical demands and environment. Lifting, standing, shifts, travel, noise, temperature. This sets honest expectations and supports an ADA essential functions record.

- State the pay range. Required in a growing list of states and cities, and expected by candidates everywhere else.
- Say exempt or nonexempt. Decide based on duties and salary before you post, and keep the classification consistent with how you pay.
- Name required licenses and checks. Licenses, certifications, background checks, drug tests, and driving record reviews, with the timing of each.
- Add the accommodation and EEO statement. Tell candidates how to request a reasonable accommodation, and include your equal opportunity statement.

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