



HOW TO CREATE THE PERFECT SALESPERSON POSITION DESCRIPTION

*Tips from experts on the how to attract the
perfect salesperson to your team!*





You've got a salesperson vacancy to fill and it's vital you secure the best of the best. But with so many competing sales jobs out there, just how do you go about enticing top sales talent to consider yours?

It all starts with the right recruitment materials. In the article, we'll give you the lowdown on all you need to know to craft the ultimate salesperson position description (PD) - a key document in your recruitment arsenal to capture top candidate interest.

WHAT IS A POSITION DESCRIPTION?

Not to be confused with your job ad, your position description is a succinct, yet comprehensive, outline of the available role.

It covers basic information such as the job title, job summary, requirements and responsibilities, but also has the potential to go further. If written in the right way, it can actually sell the job for you, showing great candidates why they should consider you above all others.

THE BENEFITS OF A GREAT PD

Here are four ways a properly written salesperson PD assists you:.

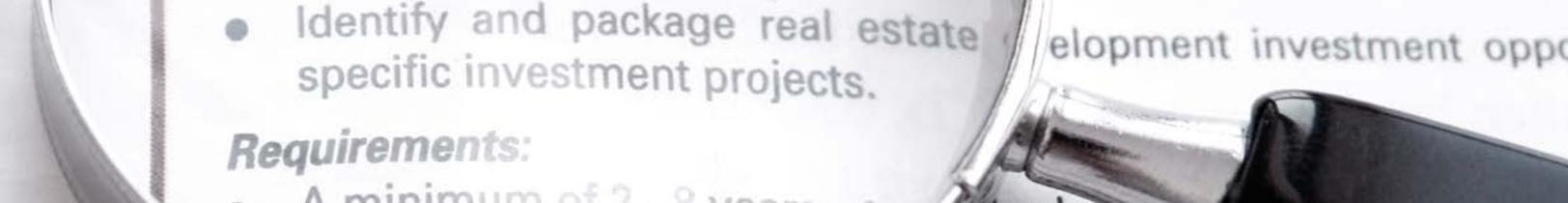
1. IT HELPS TO STREAMLINE YOUR RECRUITMENT PROCESS

You can use your PD to spot the most qualified, thus suitable, applicants, saving you valuable time sifting through piles of 'nope, not right's. You can then focus your time on selling the job to them.

2. IT HELPS YOU WRITE AN ACCURATE AND ENTICING JOB AD

Your job ad is the first thing candidates see during their search, so it should really grab their attention. Writing your PD first allows you to easily craft your job ad, particularly in a way that captures interest.

Pro tip: we can help you write your job ad too. We at bta Sales have a team of expert content writers well versed when it comes to enticing applicants to apply for your job over a plethora of others! You can get in touch with us [here!](#)

- 
- Identify and package real estate specific investment projects.

Requirements:

- A minimum of 2 - 8 years

elopment investment oppo

3. IT HELPS YOU STRUCTURE YOUR INTERVIEW

You know how important it is to sell the features and benefits of your product. The same goes for your job in an interview situation. Use your PD to identify your job's top selling features and benefits, and then incorporate these into your interview sales pitch. You can also use your PD to help you plan your candidate questions.

4. IT HELPS YOU WITH RETENTION

A good salesperson PD sets clear expectations from the outset so the candidate knows what they need to do to succeed in the role. This is essential for helping employees thrive in their position and remain keen to stay.

You can also use your PD as a reflective tool during review time to highlight if the employee is under, or over, performing.

As you can see, having a compelling PD is crucial in recruiting and retaining great salespeople. So let's now turn to the components of an enticing PD with tips on what to include in each one.

WHAT TO INCLUDE IN YOUR SALESPERSON PD TO SELL YOUR JOB

1. POSITION TITLE

This is the very first thing candidates see when scrolling through a list of job ads and also when reading a position description so it should be a concise, yet accurate, reflection of the job's roles and responsibilities.

For example, if the role is a step up from a Sales Representative, title it 'Senior Sales Representative' or 'Lead Sales Representative'. This helps the potential hire determine if they're a good fit.

2. POSITION TEAM OR DEPARTMENT

Name the team or department the job belongs to in your company. This could include the manager the employee reports to, as well as any team members who directly report to them.



3. COMPANY'S MISSION AND VALUES

We spend around 40 hours a week with our work colleagues so culture fit is important.

In fact, it's arguably one of the most important factors employees consider when taking on a sales role (and whether they stay in it). Often overlooked, including your company mission and values will help a candidate identify alignment between your values and their own - a fantastic hook.

If you want to take this one step further, include information about the potential hire's direct manager and department team members, and opportunity for progression. Including information on existing team working styles, personalities and future career paths might be what pushes an unsold candidate across the line.

Here is an example for a business development manager in the tech space:

Based in our Melbourne office, work amongst driven colleagues and strong leaders in a collaborative environment with the flexibility to manage your day. Being a growing company that firmly believes in professional development, you'll have the chance to expand your skills to drive strategic sales plans and advance into a management or senior role down the track.

Building a strong team is also important to us so you'll enjoy daily social events such as Friday night get-togethers, in-office racing simulators and an end-of-year gathering to top off a friendly and enjoyable workplace.

4. POSITION STATEMENT/ POSITION SUMMARY

This section hones in on what the role is all about. It's very much like an elevator pitch, where you'd explain the job to someone in 30 seconds. It should include a summary of the major responsibilities associated with the job, but might also feature where the role sits in the workplace.

An example for a salesperson's position statement may read:

"The beating heart of our company, this high-quality sales role pushes sales of our core product – top-grade packaging solutions for the cosmetic industry. You will act as an intermediary between producers and clients, arranging and attending face-to-face meeting and also engage in lead generation."



5. RESPONSIBILITIES

For applicants, this section is all-important. It helps them understand what they need to do on a daily basis and decide if they're a good match.

Write a detailed but concise bullet point list of core responsibilities, including the major day-to-day activities of the incumbent in this job.

As an example, here's what a good responsibilities section might look like for an insurance salesperson:

Reporting to the district manager, your responsibilities will include:

- Qualifying inbound leads in a high-volume environment via calls & emails
- Generating leads
- Meeting monthly sales quota
- Providing input to marketing and finance departments about pricing quotes, promotions & discount schedules
- Preparing weekly and monthly reports
- Presenting reports at weekly sales team meeting
- Maintaining client database via CRM system

6. SKILLS, EXPERIENCE, QUALIFICATIONS, REQUIREMENTS

In bullet points, List the minimum and preferred skills, experience, qualifications and/or requirements you need for the role.

A long list is not necessary, but ensure you accurately capture the most important ones so candidates understand the level of skill demanded (thereby upping your chances of snagging the most appropriate one for the job).



Some examples of skills, required experience, qualifications and requirements for a salesperson might be:

- 2- 3 years' sales experience in [insert your industry] sector
- Strong ability to manage customer interactions with high level of negotiating/nurturing skills
- Excellent time management skills
- Ability to juggle complex and competing projects
- A highly autonomous worker
- High proficiency using CRM and ERP systems
- A valid driver's licence

Now we've covered the essentials for a great salesperson PD, here some extra tips to elevate yours to the next level and really sell your job.

BONUS TIPS TO HELP PUT YOUR PD ABOVE ALL OTHERS

1. USE LANGUAGE DESIGNED TO ELICIT EMOTION

When writing your PD, aim to include language that helps candidates really visualise what working with you will be like. If you can make them feel happy and excited, or merely just smile, you'll get their buy-in to apply.

Try to avoid generic phrases such as 'dynamic team player' or buzzwords like 'ninja salesperson' as they don't add much value. Alternatively, aim to include descriptive words that actually provide a better understanding of what type of candidate you are after. Here's an example: We are looking for a self-motivated individual who has excellent time management skills and enjoys hitting targets.

This tip is particularly helpful when describing your work culture and in the position statement section.

2. LEAD WITH BENEFITS

Being in the sales function, you intimately understand that features tell, but benefits sell. When writing the responsibilities section of your PD, be sure to include benefits of the listed tasks where possible.

For example, a territory manager may be required to take sole responsibility for their section of the business. When leading with benefits, this responsibility may become:

"Being the sole person responsible for your assigned territory means you have full autonomy in how you run your day, along with the flexibility to work from home as required."



NEED MORE HELP?

As you can see, writing the perfect salesperson PD involves a number of steps and components.

But hopefully you can also see how getting it right the first time has many rewards throughout all stages of the hiring process. From helping you write your job ad to during your interviews to future benchmarking, a great PD will save you time and effort in finding the right person for your vacant role.

If you'd like a bit more assistance in creating your PD, use our [position description template](#).

Remember, we're just a phone call or email away should you need a bit more support in crafting the best versions of your recruitment materials, be it position description, job ad or both! Get in touch with us [here!](#)

A close-up photograph of two hands shaking, symbolizing agreement or partnership. The hands are positioned in the center of the frame, with the left hand wearing a gold ring. The background is blurred, showing what appears to be an outdoor setting with greenery and a building.

ABOUT bta Sales

bta Sales is a specialised recruitment agency with national reach and a strong network of candidates and clients. We work with businesses and individuals as a consultant to find the perfect match for both parties.

Our sales specialisation is largely unrivalled within the industry and takes in many disciplines and levels ranging from junior sales level to senior management appointments across all market sectors.

bta is sales recruitment. It's our passion. It's what we live and breathe. In fact, it's all we do. So our interest and focus equal yours.

bta Sales

14 Hill Street, Cremorne, VIC, 3121

www.btasales.com.au

1300 282 725

