



Sales Representative

Bio-economy Skills At-a-Glance



Building skills for Canada's bio-economy

About BioTalent Canada™

Helping Canada's Bio-economy thrive globally

Canada is a world leader in biotechnology—the application of living organisms to industrial, agricultural, medical and other processes and products. To maintain and build on this leadership, the sector needs highly skilled, job-ready people.

By acting as a national hub and central resource for employers, job seekers, students, educators and government agencies, BioTalent Canada helps make this happen.



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About the Bio-economy

The bio-economy involves the research, development, manufacturing and commercialization of technologies and products for such areas as:

- Agriculture
- Aquaculture
- Bioenergy
- Bioinformatics
- Bioproducts
- Biosciences
- Environment
- Food Processing
- Forestry
- Genomics
- Human and Animal Health
- Industrial
- Life Sciences
- Medical Devices
- Natural Resources
- Nanotechnology
- Nutraceuticals
- Pharmaceuticals

Components of the Bio-economy Skills At-a-Glance

The *Bio-economy Skills At-a-Glance* are built around *Key Competencies*. They are not complete *Bio-economy Skills Profiles*. They capture the key hard and soft skills required to successfully function in this position. Those key competencies require specific tasks be accomplished in order to attain the desired outcome. More often than not, those key activities are functional in nature and require the application of specific knowledge acquired by education, training or practical experience. In bio-economy companies, those functional competencies may be very broad and diversified, encompassing both scientific and business expertise. Some may refer to functional competencies as hard skills of the position.

The *Bio-economy Skills At-a-Glance* have been developed through secondary research and have NOT been validated by industry. As a result, industry feedback will be greatly appreciated. Please send any feedback to portfolios@biotalent.ca.

The *Bio-economy Skills-At-a-Glance* are useful for such activities as recruiting, professional development, coaching, self-assessment, and many other purposes.

Occupational Description

Sales Representatives strive to achieve maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the firm’s products, services or technology. A Sales Representative personally contacts and secures new business accounts/customers. The Sales Representative will describe products, services or the technology; will conduct demonstrations; explain the benefits, and answer any questions that their customers may have.

Potential Professional Background and Education/Bio-economy or Relevant Experience

Education/Certification

- A university degree or college diploma in a program related to the product, service or technology is usually required.
- Scientific background is considered an asset.

Professional Experience

- 2 to 5 experience in sales or in a technical occupation related to the product, service or technology may be required.

Competencies and Tasks

A Sales Representative must be able to:

A. Establish, develop and maintain business customer relationships

TASKS
1. Research sources for prospective customers and for information to determine their potential
2. Identify and solicit potential clients
3. Assess clients’ needs and resources and recommend the appropriate products or service
4. Demonstrate products and services to existing/potential customers and assist them in selecting those best suited to their needs
5. Develop reports or proposals as part of sales presentation to illustrate benefits from use of product, service or technology
6. Secure orders from existing and prospective customers through a relationship-based approach

TASKS
7. Train customer staff in the operation and maintenance of equipment
8. Troubleshoot problems related to equipment
9. Consult with customers after sale to resolve problems and provide ongoing support

B. Develop and implement agreed upon sales plan

TASKS
1. Analyze sales statistics, and prepare reports
2. Analyze the territory/market's potential and determine the value of existing and prospective customers' value
3. Plan and organize personal sales strategy by maximizing the return on time invested for the territory/segment
4. Develop an understanding about new and existing products, service or technology and monitor the sales, prices, and products of their competitors
5. Identify advantages from competitive intelligence and compare organization's products/services
6. Handle administrative duties such as filing expense accounts, scheduling appointments, and making travel plans

C. Work with other teams within the company

TASKS
1. Coordinate sales effort with marketing, sales management, accounting, logistics and technical service
2. Participate in trade shows and conventions
3. Provide input into product design where goods or services must be tailored to suit clients' needs
4. Participate in estimating cost of installing and maintaining equipment
5. Prepare and administer sales contracts
6. Manage supplies
7. Provide oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services

D. Demonstrate personal competencies

TASKS
1. Demonstrate teamwork
2. Exhibit sensitivity to cultural and social diversity
3. Be customer service focused
4. Work in a fast-paced environment
5. Follow company's policies and procedures
6. Demonstrate time management skills
7. Manage stress
8. Be a quick learner
9. Communicate effectively and clearly

Strong Board of Directors

The Board of Directors is composed of experts in the field of HR, CEOs, CFOs and CSOs from across Canada with extensive financial and industry experience representing companies and organizations in Canada's bio-economy. BioTalent Canada is not a membership organization and therefore relies on the guidance provided by its dedicated volunteer Board of Directors.

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