6 Sales Job Description Templates

Sales/Business Development Representative

[Insert your company name] is looking for a Sales/Business Development Representative (SDR/BDR) to join our sales team. *[Insert one sentence describing the salary/commission structure for SDRs/BDRs at your company; e.g. "This is a quota-carrying, salaried position that includes an uncapped commission structure."]*

Apply Here: *[Insert application link]*

About the Role:

- Reach out to prospects via email, phone, and LinkedIn to educate them on our product/service
- Qualify those prospects to determine whether or not they're a good fit for *[insert your company name]*
- Organize and take thorough notes on prospects in *[insert CRM name]*
- Learn our offerings inside and out and give demos on the best product(s) for good fit potential customers
- *[Add or delete details about the role where necessary]*

About You:

- You have a track record of driving results
- You're hardworking and goal-oriented
- You have a tireless positive attitude
- You have a growth mindset and view challenges as learning opportunities, not failures
- You can put yourself in others' shoes and see situations from perspectives other than your own
- You love getting to know new people and helping them *[insert a detail about what your product/service helps solve; e.g. "find incredible childcare" or "solve their reporting challenges with technology"]*
- *[Add or delete details about the ideal candidate where necessary]*

Benefits and Perks:

- *List all of your company's core benefits here*
- *This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies*
- *It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided*
- *Consider mentioning sales-specific benefits like quota relief during a given month of the year*

About *[Insert your company name]*:

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Apply here: *[Insert application link again to make it easy to find]*

Account Executive

[Insert your company name] is looking for an Account Executive to join our sales team. *[Insert one sentence describing the salary/commission structure for Account Executives at your company; e.g. "This is a quota-carrying, salaried position that includes an uncapped commission structure."]*

Apply Here: *[Insert application link]*

What You'll Do:

- Prospect and develop new potential accounts by educating contacts about how they can *[insert benefit of your product/service here; e.g. "grow their business's talent pipeline with Your Company Name" or "gain greater insight into their customer database with data enrichment"]*
- Work existing demand that's been qualified by our business development representatives
- Hold face-to-face and Zoom meetings with prospective customers to understand their business challenges and goals
- Run product demos to close business at or above quota level
- *[Add or delete details about the role where necessary]*

About You:

- You have a track record of high achievement in your current role
- You want to do what it takes to be successful in sales without sacrificing your values
- You have a positive outlook
- You have a growth mindset and view setbacks as learning opportunities, not failures
- You can put yourself in others' shoes and see situations from perspectives other than your own
- You love getting to know new people and helping them *[insert a detail about what your product/service helps solve; e.g. "find incredible childcare" or "solve their reporting challenges with technology"]*
- *[Add or delete details about the ideal candidate where necessary]*

Benefits and Perks:

- *List all of your company's core benefits here*
- *This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies*
- *It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided*
- *Consider mentioning sales-specific benefits like quota relief during a given month of the year*

About *[Insert your company name]*:

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Apply here: *[Insert application link again to make it easy to find]*

Outside Sales Representative

[Insert your company name] is looking for an Outside Sales Representative to join our sales team. *[Insert one sentence describing the salary/commission structure for Outside Sales Representatives at your company; e.g. "This is a quota-carrying, salaried position that includes an uncapped commission structure."]*

Apply Here: *[Insert application link]*

What You'll Do:

- Travel to industry events, conferences, and cities across the country to build relationships with prospective clients
- Initiate and develop relationships with potential clients and educate them about how they can *[insert benefit of your product/service here; e.g. "grow their business's talent pipeline with Your Company Name" or "gain greater insight into their customer database with data enrichment"]*
- Work existing demand that's been qualified by our business development representatives
- Orchestrate in-person visits to understand prospective clients' business challenges and goals
- Run product demos to close business at or above quota level
- *[Add or delete details about the role where necessary]*

About You:

- You have a track record of [insert required years of experience] years of high achievement in a sales position
- You love to build relationships and don't mind working accounts for months -- you're tenacious
- You have compelling and engaging presentation skills
- Your instinct is to understand the challenges that other businesses face and find the right solution for them
- You have a growth mindset and view setbacks as learning opportunities, not failures
- You don't mind traveling regularly for work
- *[Add or delete details about the ideal candidate where necessary]*

Benefits and Perks:

- *List all of your company's core benefits here*
- *This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies*
- *It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided*
- *Consider mentioning sales-specific benefits like quota relief during a given month of the year*

About *[Insert your company name]*:

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Apply here: *[Insert application link again to make it easy to find]*

Account Manager

[Insert your company name] is looking for an Account Manager to join our sales team. *[Insert one sentence describing the salary/commission structure for Account Managers at your company; e.g. "This is a quota-carrying, salaried position that includes an uncapped commission structure."]*

Apply Here: *[Insert application link]*

What You'll Do:

- Maintain and expand *[Insert company name]*'s existing customer base by owning specific customer accounts
- Learn our products inside and out and help your customers drive results using those products
- Proactively identify customers who aren't maximizing their opportunity with our product/service and reach out to create an action plan to help them achieve success
- Collaborate with our Renewal and Customer Service teams to manage account retention rates
- Surface opportunities to sell additional products/services into existing accounts when it's right for the customer
- *[Add or delete details about the role where necessary]*

About You:

- You have a track record of *[insert years of experience required]* years of high achievement in your current account management or sales role
- You're motivated by seeing others succeed and grow when you partner with them
- You're highly adaptable, easily acclimating to a rapidly changing business and industry
- Strong intrinsic motivation to be a top performer and contribute to a team
- You enjoy getting to know new people and helping them *[insert a detail about what your product/service helps solve; e.g. "find incredible childcare" or "solve their reporting challenges with technology"]*
- *[Add or delete details about the ideal candidate where necessary]*

Benefits and Perks:

- *List all of your company's core benefits here*
- *This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies*
- *It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided*
- *Consider mentioning sales-specific benefits like quota relief during a given month of the year*

About *[Insert your company name]*:

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Apply here: *[Insert application link again to make it easy to find]*

Sales Engineer

[Insert your company name] is looking for a Sales Engineer to join our sales team. *[Insert one sentence describing the salary/commission structure for Sales Engineers at your company; e.g. "This is a quota-carrying, salaried position that includes an uncapped commission structure."]*

Apply Here: *[Insert application link]*

What You'll Do:

- Partner with sales representatives and act as a technical consultant to take open deals over the finish line
- Research and explore existing technical challenges with prospective customers and creatively find solutions to those challenges that our products can solve
- Facilitate demos of the technical aspects of our product in ongoing deals
- Enable recently closed customers with the specific technical resources that will lead them to success with *[Insert product/brand name]*
- Travel alongside our sales representatives for in-person visits to understand prospective clients' business challenges and goals
- Aggregate and communicate technical roadblocks in deals to our Product Team
- *[Add or delete details about the role where necessary]*

About You:

- Natural technical curiosity and problem-solving mindset
- Prior experience in a quota-closing or product role at a tech company
- Excellent ability to break down technical jargon into easy-to-understand, plain language
- Action-oriented and conscientious - your attention to detail is one of your greatest strengths
- Engaging presentation and interpersonal communication skills
- Your instinct is to understand the challenges that other businesses face and find the right solution for them
- You have a growth mindset and view setbacks as learning opportunities, not failures
- You don't mind traveling regularly for work
- *[Add or delete details about the ideal candidate where necessary]*

Benefits and Perks:

- *List all of your company's core benefits here*
- *This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies*
- *It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided*
- *Consider mentioning sales-specific benefits like quota relief during a given month of the year*

About *[Insert your company name]*:

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Apply here: *[Insert application link again to make it easy to find]*

Sales Manager

[Insert your company name] is looking for a Sales Manager to lead and grow a team of sales representatives.

Apply Here: *[Insert application link]*

What You'll Do:

- Lead and coach a team of sales representatives, enabling them to exceed their quotas consistently
- Run weekly 1-on-1s with each direct report to help them overcome roadblocks and chart their long-term career growth
- Monitor team KPIs and proactively identify the actions that your team members can take to improve each month
- Demonstrate a "never quit" attitude and instill tenacity and resilience in your team
- Analyze team performance data to suggest scalable improvements to core sales processes and sales training
- Foster a transparent, inclusive, and achievement-oriented team culture
- *[Add or delete details about the role where necessary]*

About You:

- At least *[Insert years of experience required]* years of experience managing a team
- At least *[Insert years of experience required]* years of experience in a quota-carrying sales position
- You can demonstrate a track record of overachievement against individual and team quotas
- You have examples of sales reps you've coached from underperforming to high-achieving
- You instinctively document the training, team-building, and sales process plays that work and share them with your colleagues to drive improvement across your organization
- You have strong empathy for peers, direct reports, and customers
- You have excellent communication skills and the ability to motivate behavior change
- You're adaptable and open to changing processes when it's right for your team, your organization, and the customers you serve
- *[Add or delete details about the ideal candidate where necessary]*

Benefits and Perks:

- *List all of your company's core benefits here*
- *This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies*
- *It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided*

About *[Insert your company name]*:

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Apply here: *[Insert application link again to make it easy to find]*

Interview Notes Template

[Insert Your Company's Name Here]

Position: [Insert Position Name Here]

Candidate Name: *[Insert Candidate's Name]*

Prepared by: *[Insert Interviewer's Name]*

Date of Interview: *[Insert Date of Interview]*

Behavioral Questions:

Question #1: *[Here, type out a question that the interviewer will ask the candidate during the interview. If the individual interviewers select the questions they ask, delete this bracketed text and leave the space blank for the interviewer to type or hand write their desired question.]*

Question #2: *[Here, type out a question that the interviewer will ask the candidate during the interview. If the individual interviewers select the questions they ask, delete this bracketed text and leave the space blank for the interviewer to type or hand write their desired question.]*

Question #3: *[Here, type out a question that the interviewer will ask the candidate during the interview. If the individual interviewers select the questions they ask, delete this bracketed text and leave the space blank for the interviewer to type or hand write their desired question.]*

Job-Specific Questions:

Question #1: *[Here, type out a question that the interviewer will ask the candidate during the interview. If the individual interviewers select the questions they ask, delete this bracketed text and leave the space blank for the interviewer to type or hand write their desired question.]*

Question #2: *[Here, type out a question that the interviewer will ask the candidate during the interview. If the individual interviewers select the questions they ask, delete this bracketed text and leave the space blank for the interviewer to type or hand write their desired question.]*

Question #3: *[Here, type out a question that the interviewer will ask the candidate during the interview. If the individual interviewers select the questions they ask, delete this bracketed text and leave the space blank for the interviewer to type or hand write their desired question.]*

Questions from the Candidate:

[Leave this space blank prior to the interview to write down the questions that the candidate asks you, the interviewer.]

Other Notes:

Candidate Scorecard Template

[Insert Your Company's Name Here]

Position: [Insert Position Name Here]

Candidate Name: *[Insert Candidate's Name]*

Prepared by: *[Insert Interviewer's Name]*

Date of Interview: *[Insert Date of Interview]*

Please rate the candidate on the criteria below.

1 = I do not feel that this candidate embodies this characteristic or behavior.
3 = This candidate showed this characteristic or behavior to some extent.
5 = This candidate amazed me with the level at which they embodied this characteristic or behavior.

Rating (mark one number per row):	**1**	**2**	**3**	**4**	**5**
Track record of over-achievement in previous roles					
Tenacious; resilient in the face of challenges and setbacks					
Growth mindset					
Relationship builder					
Confidence in self and beliefs					
Adaptable					
Cares about doing right by prospects and customers					
[Add or delete any other characteristics/ behaviors on which you evaluate your sales candidates.]					

Decision (circle one): Strong No No Yes Strong Yes

What were the strengths in this interview?

What evidence did you see in this interview that showed that this person would perform at or above quota level in a sales position?

What were the gaps in this interview?

Based on your conversation with this candidate, is this someone you feel strongly would be a great addition to our team?

Does this person elevate the average of the team? Give specific examples.

If recommending this candidate: What did the candidate show that leads you to believe they could be a fit for this role?

If **not** recommending this candidate: What constructive feedback should the recruiter share with candidate to explain why we're not proceeding?

Sales Offer Letter Template

[Disclaimer: Please consult with your company's legal team on the exact language, terms, and conditions that you need to include in official offer letters at your company. HubSpot is not an official source of legal advice.]

[Employee Name]
[Employee Address Line 1]
[Employee Address Line 2]

Dear *[Full Name]*,

I'm pleased to offer you the position of *[Position Name]* at *[Official Company Name]*, reporting to *[Name of Manager or Department Head]*.

Your employment will begin on *[Start Date].* As discussed, you will be compensated with *[yearly salary or hourly wage]* as your base pay, which will be paid to you on a *[frequency of pay]* basis. Your pay will be subject to taxes and other withholdings required by law.

You are also eligible to receive a commission on the sales you make. The commission structure for the position of *[Position Name]* is as follows:

- *[Insert details about the commission structure for the new employee's position here]*

[If applicable, outline stock plan or signing bonus details here.]

In addition to your pay as a *[Position Name]*, you will receive the following benefits:

- *[Insert benefits at your company here]*
- *[Consider sharing details about insurance, commuter benefits, and any other benefits your company offers]*
- *[Include the date on which the benefits are effective]*

Your working hours will be as follows: *[Insert working hours here is applicable]*

You'll also have *[number of vacation days]* days of paid time off and *[number of sick days]* sick days. Our paid leave policies are outlined below:

- *[Insert info about paid leave policies]*

Please note that you will be required to adhere to all guidelines noted in our employee handbook, which lists all workplace policies. You will receive a copy of this handbook on your start date.

Your position at *[Company Name]* constitutes at-will employment, meaning that if at any time, either you or *[Company Name]* wishes to end your employment, they may do so without warning, with or without cause.

We're excited about the prospect of you joining our team. Should you decide to accept, please sign this offer letter below and return it to *[Hiring Manager or Recruiter Name]* by *[Date]*. This offer letter expires after that date.

If you have any questions about this position, please reach out to me or *[Hiring Manager or Recruiter Name]* at *[Email address/phone number]* -- we'd be delighted to answer anything that comes up.

Best,

[Head of HR, Manager, or Department Head Signature]
[Head of HR, Manager, or Department Head Name]
[Phone Number]

ACKNOWLEDGEMENT

I will begin employment on the specified start date on the terms set forth in this letter.

Your Signature:

Print Name:

Date: