Business Unit Head Office	SUBJECT	DOCUMENT No. 1
	ACTIVITY PROFILE: **External Sales Representative**	REVISION No. 00
		WRITTEN BY: DL
		APPROVED AND DATED: 2026/03/16

1.0 SCOPE

Attains set sales targets. Assesses customer needs.
Calls on existing customer base. Expands customer base. Sees to customer services and back up.

2.0 PURPOSE

The purpose of this role is to achieve sales targets by actively calling on existing and prospective customers, identifying customer needs, promoting company products and services, expanding the customer base, and providing effective customer service and sales support to grow business within the assigned market.

3.0 POSITION

External Sales Representative

4.0 DEPARTMENT

Sales Department

5.0 REPORTS TO THE

Sales Manager & Branch Manager

6.0 ORGANOGRAM

Yes

8.0 RESPONSIBILITIES/ACCOUNTABILITIES

- Maintains customer contact, calls on existing and new client base to ensure growth in sales.
- Assesses customer needs.
- Promotes all company group products.
- Provides product back up upon request.
- Provides market strategies of opposition and market trends.
- Assists in the compilation of quotations.
- Obtain, monitor and submit tenders.
- Ensures customer satisfaction and service.
- Submits weekly call reports and call plans.
- Promotes the image of ACTOM in the marketplace.
- Keeps customer records.
- Keeps up to date with product developments and product capabilities.
- Any other reasonable duty requested by Manager.

9.0 Qualifications & Experience

- Matric plus N3
- 3 – 5 years related experience
- Good interpersonal skills, experience with tendering.
- Good product knowledge. Knowledge of the markets and opposition.
- Good negotiating skills.
- Knowledge of company procedures, experience in dealing with wholesalers, contractors, municipalities, consultants and architects.

Authorised by:

Name: _____

Designation: _____

Accepted by:

Name:_____

Designation: _____