

CS58 Sales Representative

Disclaimer

These Occupational Frameworks and Skill Profiles have been developed as workforce planning, occupational mapping and skills reference resources for the Australian textile, clothing and footwear (TCF) industry. They are intended to describe the typical functions, responsibilities, skills and capabilities associated with occupations across the industry.

These documents are not intended to replace or override industrial instruments or employment arrangements, including awards, enterprise agreements, employment contracts, position descriptions, classification structures, licensing or regulatory requirements, or other statutory obligations. Where differences arise, the relevant industrial, legislative or regulatory requirements take precedence. The Skill Profiles should be used as complementary reference documents to support workforce planning, career development, training and skills recognition.

1. Job role

TCF sub-sector	Cross-sector
Job role	CS58 Sales Representative
Job role description	Promotes and sells products or services across TCF sectors by engaging with customers, identifying needs and securing sales opportunities. In the TCF production and processing industries, the Sales Representative builds business-to-business (B2B) and business-to-consumer (B2C) customer relationships, manages accounts and communicates product benefits, ensuring revenue growth and alignment with business objectives.
Performance expectations	• Achieving sales targets and revenue goals. • Building and maintaining customer relationships. • Identifying new sales opportunities and markets. • Understanding product or service offerings. • Providing accurate quotations and pricing information. • Managing customer accounts and follow-ups. • Maintaining accurate sales records and Customer Relationship Management (CRM) data. • Coordinating with production and logistics teams. • Responding to customer enquiries and needs. • Supporting business growth and market expansion.
Specialisation	B2B sales, account management, product knowledge, customer relationship management, service sales.
Application in other TCF sectors	• Apparel production supporting B2B garment sales. • Textile manufacturing supporting sales of fabrics and materials. • Footwear production supporting product distribution and retail sales. • Leather goods production supporting product promotion and sales. • Dry cleaning and laundry services supporting service sales and customer acquisition.

	• Technical textile and specialty services supporting B2B sales functions. • Manufacturing and service industries supporting product and service sales roles.
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2. Key tasks and critical work functions

Key tasks	• Identifying and contacting potential customers. • Presenting products or services to clients. • Preparing quotations and proposals. • Negotiating sales agreements. • Managing customer accounts and relationships. • Recording sales activities in CRM systems. • Coordinating with internal teams for order fulfilment. • Following organisational sales procedures.
Critical work functions	• Converting leads into sales opportunities. • Maintaining strong customer relationships. • Ensuring accurate communication of product/service details. • Supporting timely order fulfilment. • Maintaining accurate sales data and reporting. • Meeting performance targets and KPIs. • Adapting to changing market conditions.

3. Technical skills

CRM systems	Managing customer and sales data using CRM platforms.
Sales processes	Applying structured sales techniques and methodologies.
Product knowledge	Understanding product or service specifications and features.
Quotation systems	Preparing pricing and proposals for customers.
Market analysis	Identifying trends and customer needs.
Order coordination	Aligning sales with production and logistics processes.
Reporting tools	Tracking sales performance and activities.

4. Generic Skills

Communication	Engaging effectively with customers and stakeholders.
Negotiation	Achieving mutually beneficial sales agreements.
Customer focus	Understanding and meeting customer needs.
Relationship building	Developing long-term customer partnerships.
Time management	Managing multiple clients and sales activities.
Resilience	Maintaining performance in a target-driven environment.

5. Emerging skills

Emerging skills	• Using digital sales platforms and e-commerce systems. • Applying data analytics for sales forecasting.
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	• Integrating omnichannel sales strategies. • Using social media for sales engagement. • Enhancing customer experience through digital tools. • Applying sustainability and ethical product positioning.
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6. VET Qualifications and Skill Sets

Entry-level preparation	SIR30316 Certificate III in Business-to-Business Sales or equivalent.
Advanced development	BSB40120 Certificate IV in Business or equivalent.

7. Job progression

Possible job progression	Sales Assistant → Sales Representative → Senior Sales Representative → Sales Manager → Business Development Manager.
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8. Classification

Australian Qualifications Framework	AQF Level 3-5.
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1.
Open Source Classification of Occupations for Australia (OSCA)	S221699 Technical Sales Representative nec.

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