



Vacancy: External Sales Representative - M5664 **BMG Belville - 120, Western Cape, South Africa**

Closing Date: 31 July 2026

Role Purpose

The External Sales Representative conducts calls and face-to-face meetings with customers daily. Build and maintain relationships with new and repeat customers. Maintain records of all sales leads and customer accounts. Educate customers on how products or services can benefit them financially and professionally.

Reporting structure

- Reporting to: Branch Manager.

Major task headings or key performance areas:

1. Communication
2. Increase sales and revenue.
3. Customer service.
4. General and Administration

1. Communication

- Represent the company in all forms of communication, maintaining good working relationships and networks with internal and external stakeholders, external suppliers, and clients.
- Respond to and follow up on all enquiries by email, telephone and personal visits as required.
- Responsibility for building and maintaining positive relationships with internal and external stakeholders.
- Demonstrate a strong customer service focus and quality communication and output in all interactions with key stakeholders and external contacts
- All query requests are responded to within 24 hours.
- Communications with all stakeholders are professional.
- Management feedback
- All internal and external reports are accurate and delivered by the deadline

2. Increase Sales and Revenue

- Effective contact sessions with decision-makers that positively influence the customer's relationship with BMG.
- Communicating effectively about the status of enquiries and orders to customers.
- Communication with management regarding flash sales, lost orders and stock issues.
- Calling on dormant or quiet customers
- Calling on customer base and managing allocated area.
- Fulfil agreed call frequencies.
- Effective and professional customer contact, extracting the needs of the customer.



- Honoring commitments made to customers.
- Ethical behaviour in all dealings.
- Polite and professional language use.
- Adhere to the line of command for instructions and disputes.
- Dress code, punctuality and timekeeping.

3. Customer Service

- Have a competent knowledge of the BMG product range.
- Displaying technical, design and problem-solving ability.
- Managing customer needs to stock, required deliveries and pricing.
- Using system driven sales, and CRM programs effectively.
- Effective communication between customers, management, and internal sales staff.
- Proactive support of BMG stock management initiatives.
- Achieve agreed sales objectives.

4. General and Administration

- Assist with BMG breakdown service.
- Assist during Stock takes.
- Call & Customer records should be accurate, neat and legible.
- Workstation, company car and catalogues in neat and tidy order.
- Perform allocated administrative tasks.
- Record and accurately update customer contact details on the system.
- Safeguard the petrol card completing fuel log and control sheets.

Minimum qualifications required:

- National Certificate NQF Level 4 / Grade 12
- Relevant university degree/diploma

Minimum experience and competency requirements:

- A minimum of three (3) to five (5) years of relevant experience in a sales environment
- Demonstrated ability to meet sales objectives.
- Thorough understanding of the industry and industry trends
- Familiarity with marketing strategies and consumer psychology
- Ability and willingness to travel for trade shows, demonstrations and client meetings.
- Familiarity with system/ process documentation
- Expert proficiency with Microsoft Office
- Strong verbal and written communication skills
- Exceptional organisational skills and impeccable attention to detail.
- A high degree of professionalism in dealing with diverse groups of people, senior executives, and staff.
- Expert in time management with the ability to react with appropriate levels of urgency.
- Ability to complete many tasks and projects with little or no guidance.
- Working knowledge of business management

Attributes

- Being innovative and taking initiative.
- Strategic thinking
- Strong problem-solving skills
- Ability to work autonomously.
- Excellent attention to detail and strong business acumen
- Ability to multitask.
- Building good, strong relationships



Should you have the necessary skill set, attach a brief CV to: vacancyapplications@bmgworld.net -
REF: External Sales Representative - M5664

All internal applicants are required to complete an IVAF form signed off by line manager prior to submitting application.

Closing date for applications - 31 July 2026.

If you have not received notification regarding your application within 2 weeks, please accept that your application was unsuccessful.