



A Day in the Life of a Sales Representative

As the country reopens, we're looking for motivated sales professionals to join our growing sales team!

Wondering if a career in sales is right for you? We spoke to members of our Lawson Products sales team to learn what it's like to walk in their shoes for a day.

- ✓ **Prepare for the day.** Virtually all of our sales reps begin prepping for the day ahead in advance. Sales rep Robert Chisholm said, "It is important to have a plan before walking out the door each day." Sales rep Todd Tindle packs his bag with products he plans to demonstrate for customers, his product catalog and any other necessary items he'll need. Then, he checks his email and calendar before heading out the door to meet the day.



- ✓ **Enjoy the scenery.** Next, our sales reps enjoy the scenery as they hit the road to their first sales call. Sales rep Andy Hansen says he's seen some of the most beautiful sunrises of his life on the drive to his first customer of the day!

- ✓ **Chat with friends.** Time and again, our sales reps cite the relationships they've built with their customers as the most fulfilling part of their job. These relationships last for years and many of our reps develop meaningful friendships with their customers. According to sales rep Robert Chisholm, the best part of his day is swapping funny stories and chatting with the onsite techs during his customer visits.



- ✓ **Tend to your customers' needs.** At Lawson Products, our goal is to save our customers time and money by designing and installing inventory storage solutions and keeping them stocked with premium industrial supplies. On your customer visits, you'll restock them with the inventory they need and check to see which items are running low. You'll also make sure their storage systems remain organized so parts are easy to find. As sales rep Todd Tindle put it, "I always clean, straighten and organize our bins and drawers on a customer visit."



That in itself is fulfilling to me, knowing that every time I go to a customer, the area and our bins are going to look the best they can and hopefully, it makes the job easier for the customer and their employees.”



✓ **Demonstrate new products.** With hundreds of thousands of premium items in our product offering, our sales reps never run out of new, problem-solving items to show their customers. To truly illustrate the value our products can bring to their operations, our sales reps take the time to conduct product demonstrations at the customer’s location. That way, the customer can see first-hand how well the product works before placing their order.

✓ **Place orders.** At the end of the visit, our sales reps go over what products are needed and place the order for their customer, as well as recommend other products that suit the customer’s needs.

✓ **Reflect.** Several of the sales reps we talked to discussed the sense of accomplishment they feel on their drives home. Sales rep Todd Tindle summed it up, “I feel like with Lawson, you are basically in control of your own destiny by how much you put into your work every day. You can have great accomplishments with this job—you just have to put in the time and commitment. The best part of my day is actually knowing that I control how my day goes and that with hard work, I can accomplish the goals I set.”



Think you have what it takes for a career in sales?
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