

sales role definitions guide...

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...which one is right for me?...





role definitions explained...



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Ensuring the right person is in the right role is a vital component of every organization's talent management strategy: not only is this the key to optimizing the performance and return from your sales operations, it also facilitates retention of top talent.

Therefore, selecting the right role against which to assess each individual is essential in order to derive maximum value for your business from the Sales Talent Assessment process.

What do they mean?

Notallsales and sales-supportroles are the same. For instance, Sales Managers require an entirely different set of skills to perform in the role compared with the members of the teams they manage. A Strategic Selling role is fundamentally different in approach from Solution Selling, although both require high-caliber people.

Thus, each role demands its own specific set of competencies and skills.

We have listed below all the sales, sales-support, and sales management roles currently supported by SalesAssessment.com's Sales Talent Assessment tools and associated reports.

What are the groups?

Our sales and sales-support role definitions are divided into five groups, reflecting the focus of the assessment, as well as the different styles of analysis and feedback required for each type of role.

Group 1 is for Sales Leaders.

Group 2 is for Sales Managers.

Group 3 covers field based selling and account management roles.

Group 4 covers contact center and retail roles.

Group 5 covers sales-support roles.

Many of our clients have a complex mix of different roles within their sales organizations and their precise assessment needs vary over time. Clients often find it beneficial to purchase a quantity of Sales Talent Assessments by 'Group' rather than specifically by 'Role', subsequently calling off the specific role assessments as and when required.

Note: Roles marked * are available in English only at this time. All other roles available in English (Intnl. and US); French; Spanish (Castilian and LatAm); Portuguese (Brazilian); and German.

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Role 1



···→ SalesLeader

Role Description

Sales Leaders are responsible for agreeing and delivering the revenue targets for their organization. This involves a deep understanding of the evolving marketplace and the need to anticipate and prepare for trends such that Sales Leaders require a clear vision of where their sales organization is heading and how it should be responding to market conditions. They must not only recognize the importance of having the right people in the right roles within their organization but also be able to develop their vision and attain their goals by getting the best out of their colleagues.

This means that Sales leaders must have consummate communications and people skills.

While remaining focused on their vision and specific goals, Sales Leaders must also be flexible and welcome change. They need to understand the importance of timely action, confronting issues as they arise. Effective Sales Leaders must enjoy challenge and be prepared to take risks and encourage others to do likewise: if they fail, they treat the exercise as a learning experience.

...Abilities

Vision, strategy and direction

- Anticipate trends and prepare for them by developing a clear vision of what they are working towards.
- Develop and implement a strategy to drive this vision.
- Focus on the future and have the flexibility to welcomechange.
- Surround themselves with excellent people and not be threatened by competence.
- Confront issues as they arise and do not procrastinate.

- Enjoy a challenge and not be afraid to take risks.
- Can and will do what they expect of others they are prepared to walk the talk.
- Behave consistently by keeping their principles and values at all times

Communicating the vision and motivating the team

- Communicate their vision to their teams in such a way that it is both believable and achievable.
- Listen to and engage with team members.
- Be quick to give credit to those who have earned it.
- Treat staff as individuals by giving closer attention to those who need it and lots of space to those who deserveit.

Achieving the business objectives

- Set clear and achievable goals for their teams.
- Involve people in finding new ways to achieve agreed goals.
- Encourage and reward co-operation within and between teams.
- Focus on getting things done by avoiding political infighting, gossip and backstabbing and encourage those around them to do the same.
- Encourage others to take qualified risks where necessary.
- Do not betray trust and treat confidential information professionally.
- Check that sales objectives are aligned to business strategy and reconfigure as necessary.



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···→ Sales Manager

Role Description

The role of Sales Manager is pivotal to business success, yet is typically one of the least understood roles within an organization's sales structure. Strictly a management rather than a 'super-sales person' role, the Sales Manager is responsible for critical decisions regarding hiring, developing, coaching and controlling the focus, direction and performance of the sales team, while also engaging with other strategic areas of the business.

Undoubtedly, many Sales Managers are in roles for which they are ill-prepared today.

Ever-increasing customer expectation of and the resulting need for constant change in operating approaches and engagement strategies within sales organizations mean Sales Managers perform a crucial role. Sitting within the overall Sales Management career stream, the Sales Manager typically also provides input to and support for Strategy & Planning, Performance Management, Quality Improvement, Change Management, and Corporate Governance.

Tobesuccessful, a Sales Manager requires the capabilities to work effectively in three different and distinct 'functions' within the scope of the role. These include the following:

...Abilities

Selling Management, which comprises -

- Opportunity Planning
- Territory Planning
- Quota Management
- Customer Engagement Planning and Process
- Pipeline Management
- Forecasting

Business management, which comprises -

- Business Acumen
- Organizational Awareness
- Relationship Management
- · Financial Management
- Resource Planning

People Management, which comprises –

- Recruiting
- Hiring
- On boarding
- Training
- Coaching
- Retention
- Leadership

Please note: This Sales Talent Assessment focuses specifically on the skills required to operate as a Sales Manager. Should you wish to also assess the candidate's relevant selling skills, there is a small additional sales skills test available for each released Sales Talent Assessment sales role.



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Role Group 3



Enterprise Channel Manager

Role Description

The Enterprise Channel Manageris responsible for engaging with business leaders in larger or more significant channel partners and for developing a high-level partner engagement basedon achievingmutual,long-termbusinesssuccess. This senior role requires not only sales skills but also some level of management $and \, organizational \, skills \, from \, the \, candidate.$

This role is defined as the 'ability to manage your company's business relationships with a portfolio of independent channel $partners \, to \, a chieve \, all \, relevant \, sales \, and \, marketing \, \, targets \, and \, all \, \, relevant \, sales \, and \, marketing \, \, targets \, and \, all \, relevant \, sales \, all \, relevant \, sales \, and \, all \, relevant \, sales \, al$ associatedKeyPerformanceIndicators(KPIs) whether "soft" or "hard"".

This involves understanding the business dynamics of the channel partners, their target market and the goals and drivers of the candidate's own company. It also requires the ability to create 'win-win' situations for all parties, with each channel together with the ability to recognize when this is not possible and, the diplomacy and tact to deal with the consequential changes that would be required in the channel structure.

...Abilities

Candidates for the Enterprise Channel Manager role require a wide range of capabilities to perform the role, including the following:

- Deliver Sales and Marketing targets and KPIs from nominated channel partners.
- Develop revenue growth plans with each channel that underpin own-company strategy and set and agree targets and KPIs.
- Work with channel partners to deliver results from specific Marketing initiatives.
- Build strong strategic and operational relationships with each channel partner.
- **Provide** leadership on coaching and developing sales teams within channel partners.
- Grow a wide and broad support network across all stakeholder groups and act as a catalyst, facilitating delivery of key initiatives through virtual teams.
- · Manage the delivery of a differentiated experience for channelpartners and end customers.
- Identify and grow new channel partners, providing business development support and expert advice.
- Be bold, yet tactful enough to close down relationships with failing channels in a way that does not impact negatively on remaining channels or own company.



Key Account Manager

Role Description

Key Account Manager (KAM) is one of the most critical roles for any organization and offers long-term potential for delivering substantial revenue gains and maximizing retention of the most important clients. Note that this proactive role is a significant step change from Account Manager, and can only effectively be filled by high-caliber individuals capable of delivering a complex mix of sales and business skills while operating comfortably at C suite level.

This very senior business role requires: significant knowledge and understanding of business strategy and goal setting; the ability to research and analyze market dynamics; interpretation of results and determination of likely outcomes and associated actions required; creation of business and financial value propositions; high-level cross-company and partner engagement skills; and a strong sense of purpose, direction and leadership.

The KAM role involves detailed research and analysis of the dynamics within the key account and of their market, as well as the ability to demonstrate how and by what means the relationships will mutually enhance both businesses over time, particularly relating to growing agreed, significant business metrics, such as Net Present Value (future free cash flow) for both organizations

...Abilities

Candidates for Key Account Manager roles require a wide range of high-level capabilities to perform this role including the ability to:

- Identify and prioritize key accounts by mutual future growth in key financial metrics such as NPV.
- Develop a deep understanding of the customer business, strategies, markets, competitive landscape and operating methods.
- Craft customer-focused strategies that deliver positive impact for customer, customer's customer and own business.
- Create offering models for key accounts, engaging crosscompany or beyond as required to deliver real business value propositions.
- Build appropriate relationships at senior levels across customer, partners and own business and communicate effectively.
- Develop clear commercial strategies that create true 'win- win' for all parties.
- Manage conflict at all levels, driving through acceptable outcomes for all parties.
- Deploy effective negotiating and selling strategies in the key account and internally, using other resources as required to achieve outcomes.



Account Manager

Role Description

The role of an Account Manager is to engage at C suite level to proactively retain and develop existing client relationships and income from a portfolio of significant clients, and also to develop and grow new client relationships. An Account Manager is expected to manage a client portfolio in order to maximize the long-term mutual value of the relationship for both parties.

Account Managers build strong relationships with clients by providing them with prompt and knowledgeable support and guidance, becoming the "go-to" resource and their primary point of contact within the company.

The role involves the ability to identify, define and present propositions that provide mutual benefit to senior management, both in the client and in the Account Manager's own company, as well as having the ability to understand and drive towards the achievement of pre-defined Key Performance Indicators (KPIs). Skills and experience in managing projects, campaigns, co-ordination of team members, developing timelines and setting deadlines in order to achieve client and own-company objectives are also required.

...Abilities

Candidates for an Account Manager role will require an above average set of skills including specifically the ability to do the following:

- Quickly gain an understanding of a client account, whether
 existing or new, identifying the way they work, what they
 expect from the company and, what opportunities exist in the
 client for the company's offerings.
- Align the company's KPIs against the client's expectations and needs and develop a structured account plan to achieve all goals and targets.
- Establish close relationships with client stakeholders and own company stakeholders, communicating goals, objectivesandtimelinesclearly.
- Proactively seek to grow business within each client, whether existing or new, for mutual benefit.
- Manage expectations of all stakeholders using highly developed communication, listening, questioning and reporting skills.
- Be able to analyze results, explain variances and update account plans, in accordance with changing conditions found at any time.
- Develop and manage project and sales plans to exceed all targets, whilst concurrently improving customer satisfaction.
- Deal with all aspects of campaigns and campaign management, maximizing their impact and optimizing the results.



Sales Account Manager

Role Description

The role of a Sales Account Manager is to proactively retain and develop business across a wide portfolio of typically smaller clients — while also identifying new clients as necessary—with a focus on maximizing the revenue from each client by developing appropriate relationships within the client, and finding new and innovative ways to continually enhance the clients' preference to buy from them, rather than from any other source.

Sales Account Managers are typically very proactive, positive and outgoing in nature and will constantly seek new areas of opportunity within existing clients. They will have a very good telephone manner and will also be very personable and persuasive when face to face with clients. One additional key skill required by Sales Account Managers is the ability to quickly qualify whether a client is a good, ongoing revenue prospect, and where this is not the case, they will need to be able to diplomatically 'park' that relationship, and fill the revenue void by accurately identifying and targeting new prospects where there is a better return available.

...Abilities

Candidates for a Sales Account Manager role require above - average qualification skills and will also be very capable of positively engaging clients both over the phone and face to face. The skills required for the role include the ability to:

- Quickly gain an understanding of a client account, whether
 existing or new, identifying the way they work, what they
 expect from the company and, what opportunities exist in the
 client for the company's offerings.
- Alignthecompany's offering stotheclient's needs and qualify the scope of the potential opportunity base within the client.
- Establish close relationships with relevant client stakeholders communicatinggoals, objectives and timelines clearly both to the client and internally.
- Proactively seek to grow business within each client,
 whether existing or new, for mutual benefit.
- Manage expectations of all stakeholders using highly developed communication, listening, questioning and reporting skills.
- Build an emotional bond with the client ensuring they
 develop a 'fondness' for the company and offerings which will
 drive a 'preference' to buy from you.
- Develop and manage documented plans to exceed all targets, whilst concurrently improving customer satisfaction.
- Deal effectively with all leads, whether from marketing campaigns or other sources, maximizing their value and optimizing the results.



Internal Account Manager

Role Description

The Role of an Internal Account Manager is to proactively retain and develop existing client relationships and income from a portfolio of nominated clients and develop and grow new client relationships or expand relationships within the client as appropriate.

An Internal Account manager is expected to manage the client portfolio in order to maximize the long-term mutual value of the relationship for both parties by providing prompt and knowledgeable support and guidance, becoming the 'go-to' resource and primary point of contact within the company.

The role involves the ability to identify, define and present propositions to clients over the phone that demonstrate mutual benefit, both for the client and for the Internal Account Manager's own company, as well as having the ability to understand and drive towards the achievement of pre- defined Key Performance Indicators (KPIs).

Skills and experience in managing projects, campaigns, coordination with other team members, developing timelines and setting deadlines in order to achieve client and own company objectives, are also required.

...Abilities

Candidates for an Internal Account Manager role require an above average set of skills including specifically the ability to do the following:

- Engage clients effectively and successfully over the telephone.
- Quickly gain an understanding of a client account, whether existing or new, identifying the way they work, what they expect from the company and, what opportunities exist in the client for the company's offerings.
- Align the company's KPIs against the client's expectations and needs and develop a structured account plan to achieve all goals and targets.
- Establish close relationships with client stakeholders and owncompany stakeholders, communicating goals, objectives and timelines clearly.
- Proactively seek to grow business within each client, whether existing or new, for mutual benefit.
- Manage expectations of all stakeholders using highly developed communication, listening, questioning and reporting skills.
- Be able to analyze results, explain variances and update account plans, in accordance with changing conditions found at any time.
- Develop and manage project and sales plans to exceed all targets, whilst concurrently improving customer satisfaction.
- Deal with all aspects of campaigns and campaign management, maximizing their impact and optimizing the results.



Business Development Manager

Role Description

The purpose of the Business Development Manager role is to proactively develop new business streams in markets or market areas that are less familiar to the company currently, or for new offerings, while meeting profit, service and other company objectives.

The role of Business Development Manager requires the ability to understand, interpret and deploy in the field, go- to-market strategies (created by others) with the objective of entering new markets, expanding coverage across less familiar areas of existing markets, or launching new offerings. This requires the skills of a senior sales person, with additionally, a well-developed ability to adapt positioning, negotiating, objection-handling, closing and customer-engagement approaches dynamically, during the 'trial-and-error' phase of developing the go-to-market strategy.

To enable success in this role, skills are required to be at a level above and beyond those of a senior sales person (typically a Solution Sales person) and would particularly include increased skill levels in: positioning; negotiating; communicating; presenting; adapting approach to meet customer needs; overcoming objections; reporting; and closing. Further skills are required to analyze the findings from these engagements and provide input towards developing and evolving the approaches defined in the goto-market strategy for winning additional business.

...Abilities

Candidates for a Business Development Manager role require a range of capabilities to enable them to successfully perform this role, including:

- Evidence a strong set of Solution Sales skills, but with specific skill areas of customer engagement and communication being shown to be at an advanced stage of development.
- Demonstrate a strong ability to think on their feet.
- Capitalize on their good knowledge of the company's current marketplace and offering set.
- Evidence a natural ability to take on-board new ideas, and be able to easily integrate them into their current salesapproach.
- Analyze results from each customer engagement and structure the output to enable the adaptation of existing or formulation of new business winning strategies.
- · Display effective management skills.
- Show excellent presentation skills, as well as verbal and nonverbal communication skills.





··· → Strategic Selling

Role Description

Operating at Csuite level, Strategic Selling delivers the potential for significant revenue gains but is one of the most complexproactive sales approaches and requires skills more a kint othose of a business analyst than classic sales manship. Fundamentally different from Solution Selling, the Strategic Selling role demands the ability to proactively identify and position, for the customer, a way forward in the face of a current or imminent business problem, where the customer has yet to identify how to resolve it.

Aims and...

This involves sophisticated research and analysis of the dynamics in the customer's market place, together with the current customer situation, to uncover and understand significant market drivers requiring a key business response. With the aims of:

- 1) Alerting the customer to challenges over the horizon.
- 2) Defining with the customer the potential business impacts of those challenges.
- 3) Crafting joint options and solutions that can be implemented successfully to obviate these defined problems. This will involve your company's capabilities/ offerings and may also require integration of third party components to achieve a complete solution.

...Abilities

Candidates for Strategic Sales roles require a range of capabilities to perform this role including the ability to:

- Research and analyze the customer's marketplace and customer situation.
- Identify current and impending customer business problems from the market data.
- Select capabilities required to address identified business problem(s) with the widest possible scope.
- Propose to the customer executive team a solution package that not only addresses the current or impending business problem, but also creates competitive advantage for the customer's business.
- Engage others outside of direct responsibility, such as partners, in the development of the proposition so that it increases real and perceived value delivered.
- Develop and track a set of metrics (probably financial) to demonstrate sustained success over time.
- Create a relationship with the customer whereby future business is assured and current successes can be fully leveraged in attracting other customers and opening the door to a possible long-term key account relationship.
- Capitalize the business value created for maximum mutual long-term business benefit.



··· → Solution Selling

Role Description

Solution Selling is the most complex form of reactive or customer needs-based selling. Operating at Csuite level, it encompasses the ability to craft for customers a complete, high-level and complex solution to meet a customer business need where the way forward for the business has already been determined by the customer.

Aims and...

Often the customer is still without clarity as to how he will move forward—solution selling provides the 'how'. Solution selling develops answers to meet complex customer needs and sometimes incorporates the offerings of others, where appropriate. The solution selling premise is that customers may know in principle what they need, but they may not have all the capabilities to pull a solution together and deliver a high-impact business outcome.

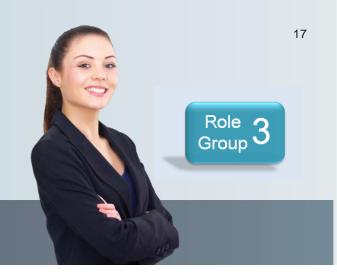
With the aims of:

- Working with the customer to design both a solution to a business level problem, but also to define the business outcome, usually infinancial terms.
- Creating an opportunity to establish a long term relationship with a customer at senior levels within the business, opening the door to a possible long-term account relationship.
- Establishing own company as a significant business partner with senior business level people within the customer.

...Abilities

Candidates for Solution Selling require a range of capabilities to perform this role including the ability to:

- Identify customer needs at main board or senior business manager level early in the buying cycle.
- Determine how the need could be fulfilled.
- Analyzeandquantifythe business value that the proposed fulfillment approach would offer to the customer.
- Specify what actions and resources would be required to fulfill the need, by when.
- Source resources and capabilities required to meet the need.
- Enlist partners where own organization is missing capabilities.
- Oversee development of the solution.
- Deliver the business proposition to the customer's senior management and other key stakeholders.
- Close the sale.



Application Selling

Role Description

Occurring at many levels within the customer, Application Selling is the ability to identify opportunities within which to position an existing, fixed-scope, yet configurable, offering that delivers a 'defined outcome' for the customer to meet a 'defined need'. This can be sold directly to the customer as a stand-alone application (e.g. an accounting system) or through others as part of a more complex solution (e.g. a just-in time manufacturing solution). The level at which a sale takes place is frequently dependent on the cost and complexity of the application being sold.

Aims and...

With the aims of:

- Evidencing to the customer the benefits of the offering being sold in the context of their defined need.
- Showing the customer how their offering can be configured to deliver the defined benefits.
- Creating competitive advantage and a feeling of fondness for their offering in the mind of the key customer decision makers. · · · →

...Abilities

Candidates require a range of capabilities to perform this role including the ability to:

- Prospect vigorously to identify opportunities.
- Identify the customer's need at a functional level.
- Evaluate how well own offering meets customer need.
- Build competitive analysis showing own offering in favorable light.
- · Locate and access decision-makers.
- Construct a cost/benefit equation for own offering.
- Position the offering appropriately to all relevant stakeholders.
- Close the sale.



··· → Transactional Selling

Role Description

Transactional Selling is the 'ability to identify opportunities within which to position a fully functionally defined, standalone component'. As components tend not to deliver 'end-user' functionality in themselves, a Transactional Sale usually involves technical integration of a component into an application along with justification of why it will perform better than another. Hence, Transactional Selling usually occurs at the 'technical' and 'procurement' levels.

Aims and...

With the aims of:

- Evidencing to the customer the ease with which their offering can be integrated into the customer's own offering.
- 2) Highlighting the key functional benefits of their offering to meet the customer's needs.
- Creating a feeling of 'fondness' for the offering, such that the customer feels a preference to select them as suppliers over all other options. ··· →

...Abilities

Candidates require a range of capabilities to perform this role including the ability to:

- Prospect vigorously to identify opportunities.
- Identify application areas within which the component could contribute value.
- Apply a high level of technical competence.
- Determine how much application benefit would result from use of component.
- Build competitive analysis showing own component in favorable light.
- · Locate and access decision makers.
- Close the sale.



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Contact Center Selling (outbound)*

Role Description

Contact Center Selling (outbound) is defined as the 'ability to use effective and professional sales techniques – over the phone and via e-media – to identify new business prospects within a given remit; qualify the prospect and the opportunity according to company or marketing guidelines; effectively communicate the offering, in terms and in a way that is comfortable and relevant for the prospect; handle objections through active listening and objection-handling techniques; close either the sale if appropriate, or alternatively, a meeting for a field-based representative with the prospect; report effectively on Keyperformance Indicators (KPIs) achieved for all relevant stakeholders'.

...Abilities

Candidates for outbound Contact Center roles require a range of capabilities to perform this role including the ability to:

- · Prospect vigorously to identify opportunities directly on the phone, or generate call-backs, from other own, or companylead-generation activities
- Work in a fast-paced environment, yet still deploy effective and professional sales techniques to engage and qualify prospects.
- · Use accurate and reliable qualification approaches, techniques and tools to minimize wasted sales time and maximize the number of prospects entering the pipeline.
- Communicate well with prospects, in an engaging way, using language, terms and a style that is both familiar and comfortable to them.
- Handle objections effectively through appropriate use of active listening and objection-handling techniques.
- Close sales, or meetings, as appropriate.
- Report effectively for and to all relevant stakeholders on performance against Key Performance Indicators (KPIs) as may be required from time to time.



Contact Center Selling (inbound)*

Role Description

Contact Center Selling (inbound) is defined as the 'ability to engage quickly and effectively with all types of caller and create rapport; to use effective and professional sales techniques—over the phone and via e-media; to gain an understanding of the caller's needs, requirements and desires and, to quickly identify what actions it would be appropriate to take to move the opportunity towards a sale, meeting, or other relevant outcome.

'To qualify the prospect and the opportunity according to company or marketing guidelines; effectively communicate the offering, in terms and in a way that is comfortable and relevant for the prospect; handle objections through active listening and objection-handling techniques; close either the sale, if appropriate, or a next-step action and to report effectively on Key Performance Indicators (KPIs) achieved, for all relevant stakeholders.'

...Abilities

Candidates for inbound Contact Center roles require a range of capabilities to perform this role including the ability to:

- Engage the caller quickly and effectively and use communication skills and techniques to create rapport.
- Rapidly gain a full understanding of a caller's needs, desires and preferences through use of good questioning technique.
- Accurately and effectively match own offerings to customer's requirements and present them in such a way that it creates a feeling of 'fondness' with the caller.
- Handle objections effectively through appropriate use of active listening and objection-handling techniques.
- Close sales, or meetings, or agree next actions, as appropriate.
- Report effectively for and to all relevant stakeholders on performance against Key performance Indicators (KPIs) as may be required from time to time.



Automotive Retail Sales*

Role Description

In order to deliver the lifestyle aspirations inherent in the automotive marketplace, the Automotive Retail Sales role requires the deployment of professional sales techniques—in a showroom, over the phone and via e-media—to identify and engage with customers and prospects to deliver a specific brand proposition.

This involves qualifying the prospect and opportunity according to company or marketing guidelines while effectively communicating the offering, in terms and in a way that is comfortable and relevant for the prospect; handling objections through active listening and objection-handling techniques; closing the sale in a manner that creates customer delight; maintaining contact with previous prospects or clients in a way that motivates repeat business and reliably achieves all goals and targets set.

...Abilities

Candidates for Automotive Retail Sales roles require a range of capabilities to perform this role including the ability to:

- Prospect vigorously to identify opportunities directly on the phone, or generate call backs, from other own, or companylead generation activities.
- Work in a fast-paced environment, yet still deploy effective and professional sales techniques to engage and qualify prospects.
- Develop quickly a good understanding of the customer's buying motivators and match your most appropriate offering to them, so that it fulfills or exceeds them.
- Useaccurate and reliable qualification approaches, techniques and tools to minimize wasted sales time and maximize number of prospects entering the pipeline.
- Communicate well with prospects, in an engaging way, using language, terms and a style that is both familiar and comfortable to them.
- Handle objections effectively through appropriate use of active listening and objection-handling techniques.
- Close sales, or meetings, as appropriate.
- Reliably achieve all goals and targets that may be set from time to time.



Retail Sales Consultant*

Role Description

When consumers go into a store today they expect the shopping experience to deliver significantly more than they can get through 'shopping the web'; indeed, they expect Retail Sales Consultants to be able to interpret, understand and act on their aspirations, needs and desires in such a way as to create customer delight with each and every engagement. The Retail Sales Consultant has become the face and voice of the company's Brand and has to deliver on that Brand promise in every way. This requires Retail Sales Consultants to have both strong sales capabilities, as well as the facility for exceptional levels of customer service and engagement, to ensure the consumer experience delivered matches the Brand promise.

This involves effective customer engagement and questioning techniques; the ability to absorb the information gained from the customer; and the ability to present appropriate offerings in such a way that they are clearly aligned to the customer's expectations, in a compelling manner, and in a manner and style that is comfortable for the customer. Additionally, the Retail Sales Consultant needs to reliably complete all appropriate paperwork and other administrative tasks in an effective, accurate and timely manner.

...Abilities

Candidates for Retail Sales Consultant require a range of capabilities to perform this role including the ability to:

- Work in a fast-paced, multi-tasking, diverse environment, yet still deploy effective and professional sales techniques to engage with and qualify the needs, requirements and aspirations of customers.
- Prioritise tasks as required to achieve maximum customer delight.
- Quickly develop a good understanding of the customer's buying motivators and match your most appropriate offering(s) to them, such that it fulfills or exceeds their expectations.
- Communicate well with customers in an engaging way, using language, terms, and a style that is both familiar and comfortable for them.
- Handle objections effectively through appropriate use of active listening and objection-handling techniques.
- Develop and maintain a deep level of knowledge about their specific product range(s) and maintain at least a general awareness across the entire inventory of goods and services offered by the company.
- Ensure their products are presented to best effect at all times.
- Reliably achieve all goals and targets that may be set from time to time.



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· → Pre-Sales Consultant*

Role Description

A Pre-Sales Consultant's role involves working closely with a company's sales force to facilitate the development of effective sales strategies and approaches. This role requires extensive technical knowledge as well as a good understanding of, and ability to support the sales process. Also required is the ability to distil out and clearly identify needs through discussions with customers, whether the needs are expressed at the business or the technical level, and the ability to translate these needs into product requirements or system specifications and architectures that deliver real business value for the customer.

Additionally, this role involves analyzing competitor actions in the marketplace; provision of product or solution training to sales; an awareness and understanding of product or solution futures; scoping exercises and preparation of demonstrations for clients; proposal support during the sales cycle; production of responses to RFI's or RFP's; development of industry specific and technical whitepapers; effective communication skills; good research skills; and a service orientation.

...Abilities

This is a complex role and candidates for this role will be expected to have a wide range of well-developed capabilities including the ability to:

- Maintain a positive attitude when working in highly stressful environments and to tight deadlines;
- Be highly motivated with a strong desire for success;
- · Be proactive and innovative with a focus on customer delight;
- Understand business processes and business problems;
- Evidence strong analytical skills;
- Analyze, interpret and understand complex data and the relationship between multiple data elements;
- Multi-task, representing multiple subjects and products;
- Manage their time effectively ensuring they deliver good results on time, every time;
- Work well within a team, yet be able to take an independent line when required;

- Have very strong communication and interpersonal skills;
- Be confident communicating technical and business information to widely varied audiences;
- Have and maintain a strong motivation to learn;
- Have and maintain a good knowledge of strategic, conceptual and consultative selling approaches;
- Be linked in to Marketing with a good knowledge of developing marketing messages;
- Stay current on competitive analyses and understand differentiators between the company and its competitors





· · → Post-Sales Consultant*

Role Description

The Post-sales Consultant manages activities following a customer sale, ensuring that customer implementations are completed on-time and within budget, thereby realizing the company's sales and profit targets, while meeting customer expectations for a successful implementation.

The Post-sales consultant is responsible for ensuring expectations are met for add-on sales and services and for supporting the delivery of productivity and profitability goals from the sales they support.

The role involves working closely with a very wide range of people and departments such as sales; service; engineering; manufacturing; technical support; finance; project management; complaints and possibly more, with the intent of ensuring that implemented projects accurately meet the customer expectation and are appropriately supported by key personnel both internally and in the customer.

This role requires highly developed interpersonal skills; problem solving skills; organizational skills; and management skills; as well as a detailed knowledge of finance, products, the business, the partners, and the customers.

...Abilities

This is a complex role and candidates for this role will be expected to have a wide range of well-developed capabilities including the ability to:

- Manage and oversee the successful implementation of projects sold by sales, prioritizing effort based on maximizing total impact on productivity, profit, and customer satisfaction;
- Proactively assess the solution specifications in light of changing customer requirements and recommend changes that optimize the value for both the customer and the company;
- Continually monitor levels of satisfaction amongst key customer and other stakeholders;

- Develop success metrics, including RoI, business process impacts, and others as required, and present these to customer and other stakeholders in a compelling manner;
- Co-ordinate closely with all stakeholder groups, regularly reporting on project status and performance against success metrics;
- Meet assigned targets for add-on sales or up-selling targets (where applicable);
- Monitor all aspects of the implementation and pro-actively alert the stakeholders to any customer satisfaction threats, or other business risks associated with the implementation;
- Ensure all reporting associated with the implementation is effective and accurate, with particular attention to fiscal, legal and logistical compliance issues;
- Be a pro-active trouble-shooter when things go wrong, develop contingency plans;
- Be highly motivated with a strong desire for success, be proactive and innovative with a focus on customer delight;
- Understand business processes and business problems;
- Analyze, interpret and understand complex data and the relationship between multiple data elements;
- Multi-task, representing multiple subjects and products;
- Manage time effectively ensuring they deliver good results on time, every time;
- Work well within a team, yet be able to take an independent line when required;
- Have very strong communication and interpersonal skills;
- Be confident communicating technical and business information to widely varied audiences;
- Have and maintain a strong motivation to learn;
- Have and maintain a good knowledge of strategic, conceptual and consultative selling approaches



→ Sales Logistics Consultant*

Role Description

Today's customers demand that products be designed, built and delivered according to their terms and in the current environment of increased demands for product quality, massive product proliferation, and ever shrinking lead times, the classic isolated departmental approach no longer delivers the required level of customer experience.

Enter the Sales Logistics Consultant. To meet these new demands, companies are adopting a 'customer-centric model' which unites the activities of the company around its customers' needs. They are engineering-efficient business processes, managed by Sales Logistics Consultants to co-ordinate all activities that generate and satisfy customer demand, such as optimal order management systems, logistics, manufacturing and accounting.

The role involves working closely with a very wide range of people and departments such as sales; service; engineering; manufacturing; technical support; finance; project management; complaints and possibly more, with the intent of ensuring that customer expectations are met and that customer centric activities are appropriately supported by key personnel both internally and in the customer.

This role requires highly developed interpersonal skills; problem solving skills; financial skills; organizational skills; and management skills; as well as a detailed knowledge of the products, the business, the partners, and the customers.

...Abilities

This is a complex role and candidates for this role will be expected to have a wide range of well-developed capabilities including the ability to:

- Provide appropriate support in the generation of customer enquiries;
- Ensure all customer enquiries and quotations are handled effectively and quickly and that the customer receives an optimal initial response;
- Support sales in the generation of mutually effective customer agreements during the pre-sales phase, challenging sales

tactics and plans where necessary;

- Act as the focal point at all times for ensuring customer satisfaction, taking action to trouble-shoot problems if required;
- Process customer orders, ensuring all relevant stakeholders are informed as to what is expected of them, by when;
- Carry out any required credit management functions;
- Liaise between all relevant internal departments to ensure ontime, and correct delivery of products and services to the customer;
- Deal effectively with any stocking, warehousing or logistics issues arising;
- Manage and control any transportation requirements;
- Continually monitor levels of satisfaction amongst customer, and other stakeholders;
- Co-ordinate closely with all stakeholder groups, regularly reporting on status, quality, and performance against success metrics;
- Ensure customer invoice(s) produced and sent according to agreed billing schedule;
- Deal with any customs or other compliance issues, highlighting any areas of compliance risk;
- Process any customer credits or rebates as required;
- Update all databases and other information systems to ensure a detailed audit trail is always available and accurate;



· → Customer Service Specialist*

Role Description

Today's customers demand and expect world-class service at all times. They expect rapid, yet accurate and complete responses to all their questions and concerns, delivered by knowledgeable and skilled front-line individuals.

Enter the Customer Service Specialist. To meet these new demands, companies are adopting a 'customer-centric model' which unites the activities of the company around its customers' needs. They are engineering-efficient business processes, delivered by front-line Customer Service Specialists – their role – to ensure Customer Satisfaction.

The role involves working closely with a very wide range of people and departments such as sales; service; engineering; manufacturing; technical support; finance; project management; complaints and possibly more, with the intent of ensuring that customer expectations are met and that customer centric activities are appropriately supported by key personnel both internally and in the customer.

...Abilities

Candidates for this role will be expected to have a wide range of well-developed capabilities including the ability to:

- Ensure excellent customer service is delivered in a timely and accurate manner via phone, e-mail, chat, or other means.
- Act as liaison between customer, account team, and management ensuring optimal customer service and business productivity.
- Analyze customer complaints and provide appropriate corrective actions.
- Assist customer directly where possible, ensuring they are effectively supported by others where required.
- Ensure customer satisfaction by meeting customer needs in a courteous and timely manner.

- Track, follow-up and ensure any outstanding customer issues are resolved in a timely manner.
- Use all available customer service resources and programs in order to provide outstanding service.
- Effectively maintain documentation and reports on routine customer correspondence for future reference.
- Provide support to the wider customer service team to ensure continuous improvement in customer service quality.
- Have and maintain in-depth product knowledge.
- Effectively communicate customer feedback to technical and marketing teams in order to develop processes for better serving customers.
- Maintain weekly reports on customer enquiries, responses and feedback in order to develop customer service analytics and trends
- Monitor compliance against contract, particularly relating to fiscal, legal and logistical factors.



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