



Sample Sales Manager Profile

Organization/Company: _____ **Date:** _____

Name of Individual: _____

Position / Title: **Sales Manager/Vice President of Sales**

Executive Reporting to: **Company President**

CHARACTERISTICS (who they are):

1. Integrity
2. Commitment
3. Optimism
4. Trustworthy
5. Vision
6. Willingness
7. Initiative
8. Focus On Others
9. Self Disciplined
10. Emotional Maturity

SKILLS (what they can do):

1. Proficient in database management, tracking and reporting of results
2. Adept at Information Management and Dissemination
3. Strong Organizational Ability
4. Excellent Written and Oral Communication Skills
5. Effective Time Management
6. Competent Questioning and Listening habits
7. Flexible
8. Disciplined at flexibility and adaptability
9. Proven track record at opening doors, building relationships and increasing revenue

EXPERIENCES (where they have been):

1. 10 years plus, sales experience
2. 5 years plus, sales management experience
3. High School, plus post secondary education experience
4. Professional Association involvement
5. Family and Social circle established
6. Community and Civic involvement (Team Leader, Board Service)
7. Church and Volunteer roles
8. Sales and Communication Training Courses or equivalent
9. General business experience preferred
10. Leadership and Management Training desirable

PEOPLE * PROCESS * PRODUCTIVITY * PROFIT



Position Description Worksheet – Role, Responsibilities & Expectations

Organization/Company: _____ **Date:** _____

Name of Individual:

Position / Title: Sales Manager/Vice President of Sales

Executive Reporting to: Company President

Role (the Role this person will fill):

Sales Manager/Vice President of Sales

Responsibilities (general overview/categories of responsibilities):

Leadership (People Development & Coaching)
Management (Sales Process Management & Goal
Setting & Achievement-Productivity)
Planning & Vision (Strategic and Operational)
Administration (Organization, Tracking, Reporting)

Expectations (specific tasks/goals/daily, monthly, expectations):

- Conduct monthly 1:1 meeting with all direct reports
- Serve as a liaison between Internal Customer Service Team Leader, External Sales Team and Marketing Team
- Facilitate bi-weekly External Sales Team meetings
- Hold monthly Executive Reporting session with President
- Work in concert with each Sales Representative to establish annual Business Plan (includes current client management responsibilities as well as prospective client management responsibilities)
- Track, record and report all sales activity and results as agreed upon by President and Sales Representatives
- Plan, facilitate and follow up on annual Sales Summit (including Inside Customer Service Team Representative involvement)
- Provide candidate profiling, assessment, recruiting and training for all new Sales Representatives
- Provide candidate profiling, assessment, recruiting and training for permanent Sales Manager as appropriate
- Assess current company Sales Management Process and compile business, operational and strategic plan to address needs and priorities – including an annual Marketing & Advertising in concert with Sales initiatives and needs
- Attend all Company meetings and functions as feasible and appropriate

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