



SALES MANAGEMENT ELEMENTS AND RESPONSIBILITIES

- 1. Leadership By Example** - Setting a standard of responsibility, accountability and goal accomplishment.
- 2. Sales Process Mastery** - Developing a comprehensive understanding of the sales process in both theory and practice.
- 3. Management Application** - Planning, organizing, leading, staffing and controlling the sales force; along with resultant revenues and customer relationships.
- 4. Coaching** - Applying yourself personally to the process of developing sales representatives to their fullest potential and highest productivity.
- 5. Sales Production** - Adding revenue to the company through value added to sales representatives and through personal production (as circumstances allow and/or dictate).
- 6. Product Knowledge** - Gaining a thorough understanding of the products and services to be sold and applying that knowledge to marketplace needs and opportunities.
- 7. Development of Executive Skills** - Representing the company and its image at the highest possible level (internally and externally) through personal presentation, communication skills and community/market involvement.