



... → Sales Leader

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 welcome change.
- **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 deserve it.

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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