



... → 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-salesperson' 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.

To be successful, 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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