



Profile of Excellence

Practice Area

Strategic Planner

Impact of Practice Area Support Business Growth

# **Excellence in Action**

Develop a territory/country/local sales plan on how to generate nspiration/excitement within Microsoft advertiser ecosystem that meets/exceeds the team's quota.

Manage performance against the plan and make adjustments aligned to customer, competitors, market dynamics and internal product changes to meet or exceed the team's quota number.

Provide sales targets and quota guidance up (to leadership) to help set overall A&O goals and then assign sales targets for the team based on territory control and country/local sales goals that stretch and challenge each team member in line with his/her experience and maturity.

Ensure customer action plans are included in the sales plan for each book of business (agencies and accounts).

Identify high impact opportunities to grow sales revenue, leveraging in-depth understanding of customers and the market.

Ensure the sharing of best practices and sharing wins are part of business practice, to help others succeed and others win.

Participate with Manager of Account Managers in the development of agency/account-level customer action plans and assure adoption by AE's.

Support the AE in upstream conversations and/or negotiations with executive management within marketers / media agencies.

Practice Area
People Leadership

Impact of Practice Area
Create a Climate of Success

#### Excellence in Action

Develop and communicate a vision for team success and evolve the team's mindset from a transactions-based sales model to selling broader products requiring a solution sales approach that advances the devices and services strategy.

Coach AE's on how to work within the account team model and foster a climate of great account teaming and feedback among AE's/AM's and internal stakeholders with diverse perspectives to proactively mitigate issues to ensure open communication and collaboration.

Maintain a high value talent pipeline (internally and from the marketplace) for fast and effective recruitment.

Evaluate, document performance and coach the team based on suitability, capability and organizational fit.

Recognize and reward teams through individual and team recognition and promote team best practices internally.

Incorporate the principles of readiness into day-to-day conversations with AE's to coach performance and reinforce training topics.

Execute and lead direct reports through HR people processes and annual rhythm (i.e. role priorities, performance reviews, development plans, MYCI, etc.) and leverage one on ones to coach and track progress.

÷.

Practice Area

Smart Collaborator

Impact of Practice Area

Accelerate the One Microsoft Approach

## **Excellence in Action**

Collaborate with other internal teams and groups (EPG, OEM, etc.) to create the One Microsoft customer experience.

Develop and cultivate an internal network of stakeholders and facilitators (e.g., credit/collection team, BG's, etc.) quickly finding ways to help remove roadblocks, facilitate delivery of deals and improve ways of working for mutual benefit.

Contribute to the success of the local leadership team – working in an open way to ensure alignment of different areas, sharing information and providing support to members. Ensure customer action plans are included in the sales plan for each book of business (agencies and accounts).

Provide actionable feedback to the BG's and Corporate (directly or through Global Sales Specialist) on local challenges and to make asks to resolve issues.

Conduct/participate in regular meetings with Manager of Account Managers and Specialist Manager to ensure team alignment (e.g., product sales and delivery questions/concerns, client needs, etc.).

Contribute and participate in the worldwide management community to align goals and share best practices.

kessaku.com Page





Profile of Excellence

া Value Creator

Provide the Best Sales and Services Experience

### Excellence in Action

Participate in regular satisfaction meetings with key customers to develop the relationship, build plans and, as a result, coach and grow account team members that assures they provide white-glove service and follow through on committed actions.

Collaborate with Services team to identify key influencers within agencies and customers and develop/grow/expand the network within those accounts.

Co-plan and conduct regular business reviews with customers and partners to build the business discussion (e.g., alignment on goals and actions, mutual ambitions). Ensure customer action plans are included in the sales plan for each book of business (agencies and accounts).

Evangelize and sell the Microsoft device and services value story to customers, partners and the media that raises Microsoft's profile in the industry and coach direct reports so they can sell the same to their customers (evangelize).

Meet routinely with Manager of Account Managers to track progress against the territory/country/local plan to drive the best possible outcomes for customers and Microsoft.

Leverage Microsoft Advertising sponsored and industry-specific events to develop and grow customer relationships.

Coach teams on pitching opportunities to customers, closing deals in transition to solution-selling environment and delivering high quality end-to-end campaign management.

Collaborate with Services to provide best-in-class end-to-end service to customers.



Sales Excellence

Effectual Plans that Drive Wins

# **Excellence in Action**

Have ongoing and frequent pipeline reviews with your teams, managing against a pipeline dashboard.

Coach the team to drive pipeline health in terms of quota coverage, opportunity velocity, and win rate.

Conduct regular business/customer plan reviews with each account team member and coach the team to improve the depth and breadth of customer plans.

Hold AE's accountable to use AdCRM for all contact, pipeline management, contact management and ROI.

Guide the team in developing customer action plans, develop team themes and ensure team's execution of their plans.

Review and assess all top wins/losses to ensure best practices are being shared with A&O Sales and Services and blockers addressed (where applicable).

Safeguard the team from unnecessary distractions that take time away from their primary role of working with customers, agencies and account teams (filter the noise).

Work with the market Sales Excellence Manager to conduct quarterly customer plan reviews with the account teams and coach the team as needed on improving the depth and breadth



Practice Area

**Continuous Learning** 

Lead by Example

#### Excellence in Action

Develop and maintain an in-depth understanding (i.e., a pulse on the market) of the industry, media and digital market competition and trends affecting/influencing customers/ partners and provide market insights to the team (as it relates to customer set).

Develop a working knowledge of the foundational skills and product knowledge (device & services) needed to support the team.

Maintain a high degree of business and commercial acumen coupled with an in-depth knowledge of the online and off-line advertising industry.

Model 'self-discipline' to team members that demonstrates the importance of being 'intentional' in all planning and execution activities.

Develop the capability to be an effective coach and leverage every individual and team interaction to enable potential and self-sufficiency of the team.

Establish a mentor and partner on professional growth, sharing feedback received from others and discuss opportunities to improve.

Leverage the management and Corp. community to learn and grow.