

Skills and quality; Relationships and engagement; Sales and marketing; Selling SALE

Description

The identification of sales prospects and their qualification, the development of customer interest and the preparation (including managing the bid process), execution and monitoring of the sale of any product or service into an external or internal market.

Level 6

Oversees the organisation's sales activities to ensure they are aligned with corporate business objectives (organisation may be a division of a larger enterprise). Approves sales proposals and targets. Negotiates with customer representatives at the most senior level on both technical and contractual issues. Agrees and signs contracts. Develops and implements organisational sales policy and strategy, and contributes significantly to the development of marketing strategy. Initiates, with Marketing, evolution of services, products systems, and standard contracts to support alignment with future customer needs.

Level 5

Designs and implements sales strategies and works with senior management to implement sales plans. Plans, monitors and controls the work of sales teams. Develops and maintains effective customer relationships at executive levels and qualifies new sales leads. Leads the bid process within the organisation. Agrees and signs contracts. Maintains customer contact during and after the selling process to pre-empt any issues and identify further opportunities. Contributes to the development and training of sales teams and product/service development.

Level 4

Collects and uses information in order to achieve sales objectives. Responds to existing sales leads and identifies and qualifies new leads and prospects with a view to developing a pipeline of potential opportunities. Understands customer and needs, and develops and enhances customer relationships, before, during and after the conclusion of agreements/contracts. Key tasks may also include bid management, value analysis, negotiation, presentation and preparation of contracts. Monitors and reports on quota, performance, customer satisfaction, market intelligence and competitors.