

Job Description - B2B Sales Manager

Yes

Please click on the link below and then answer the following questions

[Sales Management Job Description](#)

Does your current Sales Manager Job Description include the following:

The Specific Results that are to be Achieved by your Sales Team

Exactly How Performance / Results will be Measured

The Specific Steps that will be Followed when Performance Results are Not Achieved

Is your Job Description used as the Backbone of all Performance Monitoring and Development processes

Compensation Plans / Incentive Programs

Yes

Please click on the link below and then answer the following questions

[12% Margin Dollar Compensation](#)

Is a Sales Representative able to quickly understand & calculate their compensation off a single page document

Is your compensation plan based on Margin Dollar Performance (vs Revenue)

Is there an escalator on your Compensation Plan to Incent your Sales People to Over Achieve

Do your sales people say their compensation plan is easy to understand and easy to use

Do you feel your compensation plan is easier to understand than the example we provided?

Recruiting

Yes

Please click on the link below and then answer the following questions

[Cost Of A Bad Hire](#)

Do you know the "Actual Cost of a Bad Hire" to your organization

Are you actively involved in the recruiting process

Is there an incentive provided to your sales people for referrals

Is your compensation / bonus tied to the "net" headcount of your sales team

Hiring

Yes

[Hiring Performance Tracker](#)

Do you have a systematic process in place that is used to track each new hire through the hiring process

Is there strict adherence to the use of the system to track new sales candidates through the hiring process

Are you currently using a proven system to identify sales candidates that have Ideal Sales Characteristic profiles

Do you leverage a set of proven behavioral interviewing questions such as those listed below

[Behavioral Interviewing Questions](#)

Do you sign a performance standards agreement with new hires agreeing to specific performance standards

[Minimum Performance Standards Agreement](#)

Training

Yes

Are your new hires provided with a proven set of steps that will maximize achievement of first year goals

[1st Yr Critical Success Factors](#)

Are your new hires provided with a sales aid that guides them through the cold calling process

[Cold Calling Strategy](#)

Are your new hires provided with a training aid that helps them understand and convey the value of your offerings

[Feature Advantage Value Results](#)

Are new hires provided a value matrix that helps identify the best solution for each prospect's unique business needs

[Customer Value Matrix](#)

Does your new hire training include an exercise that teaches new hires how to effectively profile their prospects

[New Prospect Profiler Qualifier](#)

Does your new hire training include an exercise that helps them maximize their effectiveness in qualifying prospects

[Who What When Where Why of Qualifying](#)

Do you provide new hires with training that helps them effectively understand and sell against your competitors

[Competitive Product Analysis](#)

Does your training effectively establish skills that maximize the time and effort of your new hires

[Daily Goals Planner Tracker](#)

Does your training system include a process that tests, tracks and monitors new hires: knowledge, skills & abilities

[Knowledge Skills Abilities Assessment](#)

Sales Leads / Sales Force Sizing

Yes

Do you know the number of companies that meet your ideal customer profile in each of your target market segments

[Target Industry Market Analysis](#)

Do you know what your sales team's penetration is into each of your target industry and market segments

[Target Market Penetration Analysis](#)

Is your sales force sized properly based on the size of each market segment and sales rep. coverage for each segment

[Sales Force Sizing](#)

Do you have a sales leads policy in place that clearly, fairly and effectively manages assigned sales leads / accounts

[Sales Lead Account Allocation Policy](#)

Do you have a process in place that monitors and tracks sales lead requests

[Sales Lead Requests Tracking](#)

Do you have a system in place that effectively tracks the distribution of sales leads

[Sales Lead Distribution Report](#)

Performance Goals

Yes

Do you have a sales forecasting report that shows each sales reps. sales / margin forecast by month and year

[Revenue Budget by AM](#)

Do you have an at-a-glance report that tracks each sales representative's annual margin / revenue performance

[Annual Revenue Margin Performance Tracker](#)

Do you have an at-a-glance report that provides accurate performance benchmarks for each KSI by Sales Rep

[Account Manager Performance Benchmarks](#)

Do you have a process in place that allows you to quickly and accurately forecast sales quotas

[Calculating Sales Quotas](#)

Do you have a single report that tracks the performance of each sales rep in each sales performance category

[Account Manager Business Plan](#)

Do you have a call tracking report in place that tracks dials, contacts, presentations and sales

[Call Performance Goals Planning Tracking](#)

Do you have a process in place that converts call activity into performance results

[Historical Call Tracking Performance](#)

Sales Coaching

Yes

Do you measure your sales reps. effort and contribution and have an effective coaching plan for reps in each quadrant

[Effort Contribution Quad Coaching Matrix](#)

Do you have an effective process in place for your sales team to provide input re: their needs and level of satisfaction

[Employee Satisfaction Survey](#)

Do you have an effective process in place to quickly and effectively identify each reps. account management skills

[Account Management Audit Matrix](#)

Do you conduct regular call observation / call coaching sessions with each sales representative

[http://www.outboundexcellence.com/Call Planner Coaching Form.png](http://www.outboundexcellence.com/Call_Planner_Coaching_Form.png)

Account Management / Account Development

Yes

Do you have a single at-a-glance report that provides an accurate snapshot of your team's Acct Mgmt performance

[Team Account Management Performance](#)

Do you have a report that provides accurate account management benchmarks by sales rep

[Account Management Benchmark Analysis](#)

Do you have an account management action plan in place tailored for each sales reps. unique needs

[Account Management Development Plan](#)

Do you have a process in place that teaches sales reps. how to accurately forecast sales by account

[Sales Forecast by Account](#)

Do you have a tool that identifies top accounts that are overdue buyers based on previous buying trends

[Top Customer Overdue Buyers](#)

Do you have a process that tracks lost accounts and the reasons for the loss of the accounts by sales rep

Performance Monitoring / Development

Yes

Do you have a process in place that tracks the performance initiatives of your sales team

[Performance Development Initiatives Tracking Report](#)

Do you have a process that provides input from each sales representative into their development strategy

[Pre 1on1 Questionnaire](#)

Do you have a formal process that guides you and your sales reps through the performance development process

[Performance Improvement 3 Step Plan](#)

Do you have individual performance plans for each step in the performance development process

[PIP Written Warning](#)

Do you have a process that tracks the status of each sales rep. on a probationary performance plan

[PIP Status Report](#)

Termination

Yes

Do you complete an exit interview questionnaire with terminated sales representatives

[Exit Interview Questionnaire](#)

Do you analyze the reasons for terminations

[Exit Interview Analysis](#)

Account Transition

Yes

Do you have a policy in place that allows your sales team to earn the right to manage accounts from terminated reps.

[Account Transition Policy](#)

Do you have a process that shows the sales reps that qualify to earn the right to manage transitioned accounts

[Account Transition Qualification Matrix](#)

Is there a process in place that tracks sales reps abilities to manage transitioned accounts

[Transitioned Account Analysis](#)

Do you have a process that assigns quota to the sales reps that take over management of transitioned accounts

[Transitioned Account Quota Adjuster](#)

Score

Total Score - Add up the total number of questions you answered with a "Yes"

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