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Cloud Sales Management System

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Job Description Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
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Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

The Cornerstone For Profitable Sales Growth

**The Cornerstone For Achieving &
Maintaining Continuous Profitable Sales &
Customer Growth Performance From Your
B2B Sales Organization
Is The Development Of An Effective
Job Description Strategy.**

Provides Clear and Accurate Understanding

**An Effectively Written Job Description
Provides Salespeople With A Clear And
Accurate Understanding Of The:**

- **“Results” They Will Be Required To Achieve**
 - **The Timelines For Achieving Them**
 - **The Rewards And Consequences For Both
Achievement And Non-Achievement**



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Maximizes Potential For Achieving Profitable Sales & Customer Growth

**Effectively Managed,
The Job Description Will Provide Your Sales Leaders
With A Powerful Tool For Efficiently And Effectively
Directing And Managing the:**

- 1. Productivity**
- 2. Performance**
- 3. Profitability**

Of Your B2B Sales Organization

**Why Most Companies
Create Job Descriptions**

**Historically,
Job Descriptions Have Been Created
Primarily Because:**

- **Laws And Guidelines Regarding The Issue Of
Discrimination In Employment Practices Has
Made A Job Description Necessary.**

**How Most Companies
Use Job Descriptions**

**In Most Companies,
Job Descriptions Get Their Greatest Use As:**

- **A Reference Source For Creating Advertising Copy To Fill An Open Sales Position**

**The 6 Core Components
Of A “Well Written” Job Description**

**Job Descriptions Are Considered Well Written
If They Include the Following Information:**

- **Essential Job Functions**
- **Duties & Responsibilities**
- **Required Education & Experience**
- **Reporting Relationships**
 - **Compensation**
- **Expectation Of Results**

Since Most Job Descriptions Don't Detail:

- **The Specific Performance Goals
Salespeople Will Be Required to Achieve**
- **The Timelines For Their Achievement**

Job Descriptions Normally End Up Serving As:

- **A Relatively Effective Tool For Evaluation**
- **A Relatively Poor Tool For Developing
Improved Sales Performance**



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A More Profitable Approach To The Use Of Job Descriptions

**In Companies That Achieve And Maintain
Record Levels Of:**

Productivity, Performance And Profitability

**The Job Description Plays A Much More Vital Role
In Leading and Directing B2B Sales Representatives
Through Their Development**



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7 Components Of A Job Description That Leads To Profitable Sales Growth

**Job Descriptions That Lead B2B Sales Organization's
To Achieve And Maintain Continuous Profitable
Sales & Customer Growth Share These 7 Common
Characteristics:**

Profitable Sales Growth Strategies

1.) Focus On:

- Performance
- Results

2.) Motivate And Inspire Top Sales Prospects

3.) Create A Vision Of:

- What They Will Learn
- How They Will Grow
- What They Will Achieve

4.) Establish A Clear And Accurate Understanding Of The Organization's:

- “Performance Driven” Culture

5.) Reinforce The Sales Organization's Commitment To:

- The “Achievement Of Excellence”
-

6.) Detail The Exact:

- Productivity & Performance Goals
 - Minimum Accepted Performance Results
-

7.) Identify The Sales Management System As:

- A “Results Driven” System



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Why Consider Improving Your B2B Sales Job Description

**If You Could Develop a Job Description
that included each of The 7 Characteristics
listed above**

**And then Test and Refine it on Hundreds of New Hires until it had Proven Its
Ability to Maximize the Probability your New Sales Hires would:**

- **Ramp up to Profitability Quicker**
- **Exceed their Forecasted Sales Goals more often ...**

**It Could Prove To Be
A Very Valuable Asset
For Your Company**

Our First B2B Sales - Job Description

**In 1998 we Developed our First
B2B Sales Job Description by Integrating:**

- **The 7 Characteristics Shared by the
Most Profitable Job Descriptions**
- **The Best Practices of Some of the Most Profitable
B2B Sales Organizations of that time**



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Our Current B2B Sales - Job Descriptions

Since then, We Have Refined
our B2B Sales Job Descriptions on:

- **7,500 New B2B
Sales Representatives**
- **From 35 Outbound Sales Organizations**
 - **In 5 Different Countries**



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After viewing the Job Description
Strategy Overview of our
Cloud Sales Management System.
If you have any questions or would
like to discuss how our New! Sales
Management System can Increase
your Sales Performance
Please give us a call....

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