



Outbound Sales Manager - Job Description

Objective Of Position

Develop A Team Of Account Executives To Achieve Sufficient Profit To Finance The Growth Of The Outbound Sales Division And To Provide The Resources Needed To Achieve Other Key Sales Objectives.

Results To Be Achieved

- 1. Effectively Execute The 2008 Business Development Strategy**
- 2. Exceed All Team Revenue And Profit Goals**
 - Revenue
 - Gross Profit
 - Gross Profit Percentage
- 3. Exceed All Team Territory & Account Management Goals**
 - Account Coverage
 - Average Talk Time
 - Total Dials
 - Average Contact Time
 - Total Number Of Contacts
 - Fax & E-Mail Addresses
 - Preferred Products And Manufacturers
- 4. Exceed All Team Market Share Goals**
 - Total Number Of Contacts
 - Total Number Of Buying Accounts
 - Total Number Of Orders
- 5. Exceed All Customer Satisfaction Goals**
 - Understand Customers Business, Wants, And Needs
 - Meet Customer Commitments
 - Quote And Order Follow-Up
 - Shipped Order Follow-Up
- 6. Exceed All Team Staffing Goals**
 - # Of Account Executives Selling
 - # Of Turnovers
 - Turnover %

Specific Duties & Responsibilities

- 1. Effectively Implement The Outbound Sales Strategy**
 - a) 2008 Strategic Business Development Plan
- 2. Exceed All Team Revenue And Profit Goals**
 - a) As Detailed In Team Performance Development Plan
- 3. Exceed All Team Territory & Account Management Goals**
 - a) As Detailed In Team Performance Development Plan
- 4. Exceed All Team Market Share Goals**
 - a) As Detailed In Team Performance Development Plan
- 5. Exceed All Team Staffing / Cultural Goals**
 - a) Ensure That All AE's Feel They Share In The Company's Success
 - b) Provide Job Security Based On Performance
 - c) Recognize Individual Achievements
 - d) Ensure Ams Have A Sense Of Accomplishment In Their Work

Outbound Excellence

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Results Measurement

1. **Revenue & Margin Goals** = To Budget / PDW
2. **Customer Contact** = Minimum Of 3:30
3. **Presentations** = Minimum Of 8
4. **Average Contact Time** = Minimum Of 2.47
5. **# Of Target Contacts** = Average Of 2.5 Per Account
6. **Total Number Of Buying Accounts** – To Budget / PDW
7. **# Of Orders** = To Budget / PDW
8. **Call Blitz (Prospect)** = First 90 Minutes Of Every Day
9. **% Of Accounts Contacted** = 100% Every Month
10. **E-Mail Addresses** = 90% (DNS Flags Set)
11. **Call Coaching** = To Performance Development Worksheet
12. **Account Development** = To Performance Development Worksheet
13. **Customer Contact Notes** = Current Call + Next Call Planned
14. **Follow-Up On Open Quotes & Open Orders** = Minimum Of 90%
15. **Follow-Up On Shipped Orders** = Minimum Of 90%
16. **# Of Account Executives Selling** = Minimum Of 16
17. **# Of Turnovers** = 1 Per Quarter (Based On 16 AE's)
18. **Turnover %** = Maximum Of 25% Annual Turnover Rate

Minimum Qualifications

- ü **5 Years Of Outbound Sales Experience**
- ü **3 Years Of Outbound Sales Management Experience**
- ü **Ability To Meet Performance Goals**
- ü **Excellent Coaching / Development Skills**
- ü **Steady Employment History**
- ü **Meets Ideal Sales Management Profile**
- ü **Passes Computer Based Skills Testing**
- ü **Passes Sales Management Skills Testing**
- ü **Passes Prospecting Exercise**
- ü **Passes Business Plan Exercise**
- ü **Strong Values And Work Ethic**
- ü **Commitment To Achieving Excellence**
- ü **Good Culture Fit / Team Player**
- ü **Ability To Work Well With Little Or No Supervision**
- ü **Strong Communication Skills (Written And Verbal)**
- ü **Ability To Maintain Confidential Information**
- ü **Ability To Work Well Under Pressure**
- ü **Excellent Prioritization Skills**
- ü **Bachelor Degree Or Equivalent**