

### SAMPLE

Role	Responsibility	Key Competencies	To Qualify for Advancement...
<b>Sales</b>	<ul style="list-style-type: none"> <li>• What they will do on a daily basis</li> <li>• What do they need to produce or deliver</li> </ul>	<ul style="list-style-type: none"> <li>• Sales process skills</li> <li>• Persuasion</li> <li>• Goal Orientation</li> <li>• Work ethic</li> <li>• Ability to multitask</li> <li>• Hunter or Farmer</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Results</li> <li>• Demonstrates skills: <ul style="list-style-type: none"> <li>○ Generate leads</li> <li>○ Effective presentations</li> <li>○ Certain level of communication</li> </ul> </li> <li>• Processes followed</li> <li>• Industry/product knowledge</li> <li>• Grow new business</li> </ul>
<b>Advanced Sales</b>	<ul style="list-style-type: none"> <li>• What is new or different to be advanced</li> <li>• What new tasks or production is necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Key account management / planning</li> <li>• Additional products</li> <li>• Profit responsibility</li> <li>• Work direction to support staff</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Larger/Consistent Results</li> <li>• More complex accounts</li> <li>• Alignment with management and other departments</li> <li>• Strategic – looking for new opportunities</li> <li>• More Self sufficient</li> <li>• Mentoring others</li> <li>• Certifications</li> </ul>
<b>Business Development</b>	<ul style="list-style-type: none"> <li>• What they will do on a daily basis</li> <li>• What they need to deliver</li> <li>• Are there different measurements</li> </ul>	<ul style="list-style-type: none"> <li>• Market / Competitive analysis</li> <li>• Business Plans / ROI projections</li> <li>• Developing partner deals/terms</li> <li>• Complex problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent performance over time</li> <li>• Familiar with our business model</li> <li>• Demonstrates strategic thinking</li> <li>• Routinely works at Sr. Levels</li> </ul>
<b>Sales Management</b>	<ul style="list-style-type: none"> <li>• What they will do on a daily basis</li> <li>• What they need to deliver</li> </ul>	<ul style="list-style-type: none"> <li>• Managing through Systems</li> <li>• Coaching others</li> <li>• Planning and Organization</li> <li>• Satisfaction through others</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to help others</li> <li>• Company before self</li> <li>• Planning / organizing</li> <li>• Role model for culture</li> <li>• Strategic</li> <li>• Works with all types of people</li> </ul>