

OCCUPATION



sales executive

Department / Service:

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Workplace:

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Hierarchical Reporting:

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Sales executives are responsible for executing sales strategies and achieving targets for a company. They actively engage with potential clients, identify and prioritize leads, and deliver compelling sales pitches tailored to the needs of the customer. Sales executives also track their sales activities and performance using a sales platform, ensuring timely follow-up on critical leads and adapting their approach based on feedback and market trends. Additionally, they collaborate with sales managers to align their efforts with overall sales goals and contribute to the growth of the business.

ACTIVITIES

integrate strategic foundation in daily performance	Reflect on the strategic foundation of companies, meaning their mission, vision, and values in order to integrate this foundation in the performance of the job position.
plan marketing strategies	Determine the objective of the marketing strategy whether it is for establishing image, implementing a pricing strategy, or raising awareness of the product. Establish approaches of marketing actions to ensure that goals are achieved efficiently and over a long term.
study sales levels of products	Collect and analyse sales levels of products and services in order to use this information for determining the quantities to be produced in the following batches, customer feedback, price trends, and the efficiency of sales methods.
motivate employees	Communicate with employees in order to ensure that their personal ambitions are in line with the business goals, and that they work to meet them.
carry out sales analysis	Examine sales reports to see what goods and services have and have not sold well.
coordinate and monitor employees	Manage employees and subordinates, working in a team or individually, to maximise their performance and contribution. Schedule their work and activities, give instructions, motivate and direct the workers to meet the company objectives. Monitor and measure how an employee undertakes their responsibilities and how well these activities are executed. Identify areas for improvement and make suggestions to achieve this. Lead a group of people to help them achieve goals and maintain an effective working relationship among staff.
evaluate marketing content	Revise, assess, align, and approve marketing material and content defined in the marketing plan. Evaluate written word, images, print or video advertisements, public speeches, and statements in accordance with the marketing objectives.
manage profitability	Review on a regular basis sales and profit performance.

create annual budget for marketing	Make the calculation of both the income and expenditures that are expected to be paid over the coming year concerning the marketing related activities such as advertising, selling and delivering products to people.
analyse consumer buying trends	Analyse buying habits or currently prevalent customer behaviour.
define marketing objectives	Outline the measurable performance indicators of the marketing plan such as market share, customer value, brand awareness, and sales revenues. Follow up on the progress of these indicators during the development of the marketing plan.
undertake key performance indicators	Identify the quantifiable measures that a company or industry uses to gauge or compare performance in terms of meeting their operational and strategic goals, using preset performance indicators.
manage marketing plan actions	Manage the overview of the marketing actions such as the marketing planning, internal financial resource granting, advertising materials, implementation, control, and communication efforts.
analyse companies' internal factors	Research and understand various internal factors that influence the operation of companies such as its culture, strategic foundation, products, prices, and available resources.
create work-related reports	Compose work-related reports that support effective relationship management and a high standard of documentation and record keeping. Write and present results and conclusions in a clear and intelligible way so they are comprehensible to a non-expert audience.
plan a marketing campaign	Develop a method to promote a product through different channels, such as television, radio, print and online platforms, social media with the aim to communicate and deliver value to customers.
impart business plans to collaborators	Diffuse, present, and communicate business plans and strategies to managers, employees making sure that objectives, actions, and important messages are properly conveyed.
integrate marketing strategy with the global strategy	Integrate the marketing strategy and its elements such as the market definition, competitors, price strategy, and communication with the general guidelines of the global strategy of the company.

produce sales notes	Maintain records of calls made and products sold over a given time frame, including data regarding sales volumes, number of new accounts contacted and the costs involved.
implement sales strategies	Carry out the plan to gain competitive advantage on the market by positioning the company's brand or product and by targeting the right audience to sell this brand or product to.
develop professional network	Reach out to and meet up with people in a professional context. Find common ground and use your contacts for mutual benefit. Keep track of the people in your personal professional network and stay up to date on their activities.
prepare visual data	Prepare charts and graphs in order to present data in a visual manner.
analyse customer service questionnaires	Analyse results from surveys completed by passengers/customer
settle sales goals	Set sales goals and objectives to be reached by a sales team within a period of time such as the target amount of sales made and new customers found.
analyse external factors of companies	Perform research and analysis of the external factor pertaining to companies such as consumers, position in the market, competitors, and political situation.
supervise sales activities	Monitor and oversee the activities related to the ongoing sales in the shop to ensure that sales goals are met, assess areas for improvement, and identify or solve problems that customers could encounter.
notice potential markets for companies	Observe and analyse market research findings in order to determine promising and profitable markets. Consider the firm's specific advantage and match it with markets where such value proposition is missing.
align efforts towards business development	Synchronise the efforts, plans, strategies, and actions carried out in departments of companies towards the growth of business and its turnover. Keep business development as the ultimate outcome of any effort of the company.

make tactical business decisions	Analyse business information and consult directors for decision making purposes in a varied array of aspects affecting the prospect, productivity and sustainable operation of a company. Consider the options and alternatives to a challenge and make sound rational decisions based on analysis and experience.
perform market research	Gather, assess and represent data about target market and customers in order to facilitate strategic development and feasibility studies. Identify market trends.
conduct analysis of the content of job-related written reports	Read and comprehend job-related reports, analyse the content of reports and apply findings to daily work operations.

KNOWLEDGE

sales argumentation Criterion level: * Important Level POTENTIAL PREMIUM > 11/20	Techniques and sales methods used in order to present a product or service to customers in a persuasive manner and to meet their expectations and needs.
pricing strategies Criterion level: * Important Level POTENTIAL PREMIUM > 11/20	The techniques, theories, and commonly accepted strategies regarding pricing of goods. The relation between pricing strategies and outcomes in the market such as profitability maximisation, deterrence of newcomers, or increase of market share.
corporate social responsibility Criterion level: * Important Level POTENTIAL PREMIUM > 11/20	The handling or managing of business processes in a responsible and ethical manner considering the economic responsibility towards shareholders as equally important as the responsibility towards environmental and social stakeholders.
brand marketing techniques Criterion level: * Important Level POTENTIAL PREMIUM > 11/20	The methods and systems used in researching and establishing a brand identity for marketing purposes.
content marketing strategy Criterion level: * Important Level POTENTIAL PREMIUM > 11/20	The process of creation and share of media and publishing content in order to acquire customers.
sales department processes Criterion level: * Important Level POTENTIAL PREMIUM > 11/20	The different processes, duties, jargon, role in an organisation, and other specificities of the sales department within an organisation.

marketing mix

Criterion level: * Important
Level POTENTIAL PREMIUM > 11/20

Principle of marketing that describes the four fundamental elements in marketing strategies which are the product, the place, the price and the promotion.

market pricing

Criterion level: * Important
Level POTENTIAL PREMIUM > 11/20

Price volatility according to market and price elasticity, and the factors which influence pricing trends and changes in the market in the long and short term.

sales strategies

Criterion level: * Important
Level POTENTIAL PREMIUM > 11/20

The principles concerning customer behaviour and target markets with the aim of promotion and sales of a product or a service.

customer segmentation

Criterion level: * Basic
Level POTENTIAL PREMIUM > 11/20

The process whereby a target market is divided into specific sets of consumers for further market analysis.

public relations

Criterion level: * Basic
Level POTENTIAL PREMIUM > 11/20

The practice of managing all aspects of the image and perception of a company or individual among stakeholders and the society at large.

statistics

Criterion level: * Basic
Level POTENTIAL PREMIUM > 11/20

The study of statistical theory, methods and practices such as collection, organisation, analysis, interpretation and presentation of data. It deals with all aspects of data including the planning of data collection in terms of the design of surveys and e

market research

Criterion level: * Basic
Level POTENTIAL PREMIUM > 11/20

The processes, techniques, and purposes comprised in the first step for developing marketing strategies such as the collection of information about customers and the definition of segments and targets.

TRANSFERABLE SKILLS**Desire for work**

Criterion level: Basic
Desired level: Intermediate
Level POTENTIAL PREMIUM > 9,4/20

A strong desire for work drives sales executives to actively pursue leads and achieve their targets, fostering a proactive approach to sales. This intrinsic motivation enhances their commitment to the company's goals and contributes to overall business success.

Willpower and perseverance

Criterion level: Basic
Desired level: Intermediate
Level POTENTIAL PREMIUM > 9,4/20

Willpower and perseverance are crucial for sales executives as they often face rejection and challenges in the sales process. These traits enable them to maintain focus and continue striving towards their goals despite setbacks.

Efficiency

Criterion level: Basic
 Desired level: Intermediate
 Level POTENTIAL PREMIUM > 9,8/20

Efficiency allows sales executives to maximize their productivity by effectively managing their time and resources, leading to better sales outcomes. By streamlining their processes, they can prioritize high-value leads and close deals more quickly.

Persuasion

Criterion level: Basic
 Desired level: Intermediate
 Level POTENTIAL PREMIUM > 8,9/20

Persuasion is essential for sales executives as it enables them to influence potential clients and address their needs effectively. Mastering this skill helps them craft compelling pitches that resonate with customers and drive sales.

Organization

Criterion level: Basic
 Desired level: Intermediate
 Level POTENTIAL PREMIUM > 9,7/20

Organization is vital for sales executives to keep track of leads, follow-ups, and sales activities systematically. A well-organized approach ensures that no opportunity is missed and enhances overall sales performance.

Resistance to stress

Criterion level: Basic
 Desired level: Expert
 Level POTENTIAL PREMIUM > 11,2/20

Resistance to stress is important for sales executives, as they often work in high-pressure environments with tight deadlines. The ability to remain calm and composed under pressure helps them make better decisions and maintain client relationships.

Ease of contact

Criterion level: Basic
 Desired level: Intermediate
 Level POTENTIAL PREMIUM > 8,6/20

Ease of contact is a key skill for sales executives, as building rapport with potential clients is essential for successful sales. Being approachable and personable fosters trust and encourages open communication.

Team work

Criterion level: Basic
 Desired level: Expert
 Level POTENTIAL PREMIUM > 10,3/20

Teamwork is crucial for sales executives as they often collaborate with colleagues and management to achieve common sales goals. Effective teamwork enhances the sharing of insights and strategies, leading to improved sales results.

Availability

Criterion level: Basic
 Desired level: Expert
 Level POTENTIAL PREMIUM > 8,9/20

Availability is important for sales executives to respond promptly to client inquiries and follow up on leads. Being accessible demonstrates commitment to clients and can significantly impact their decision-making process.

* **Expert:** Excellent understanding and performance in complex situations. Demonstrates an ability for innovation and solving advanced problems.

* **Intermediate:** Functional mastery of key skills, knowledge, or behaviors. Can work independently on moderately complex tasks.

* **Moderated:** Understands basic principles and has initial skills. Able to perform simple tasks with supervision.

BUSINESS SPECIFICITIES

Access condition

Training: Bachelor's degree in Business, Marketing, or a related field

Professional experience: Previous experience in sales or customer service is desirable but entry-level positions may not require prior experience

Working Conditions

Type of Contract: Permanent, Temporary, Freelance, Contract

Opening hours: Full-time, Part-time Specificities:

Physical conditions: None

Compensation

Salary range £2,500 - £4,000 GBP per month

Career prospects

Possible Career Development: Sales Manager, Regional Sales Director, or Senior Account Executive

Training and Development: Training in CRM software, communication skills, negotiation techniques, and time management

Job Evaluation Criteria

Performance Indicators: Meeting sales targets, number of new clients acquired, customer satisfaction ratings, and follow-up response time

