



Canadian Professional
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The *Profile* Assessment

CPSA Templates for Sales Executives*

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Regional Sales Manager*

- Manages regional efforts for the sale of assigned products throughout assigned geographic region or customer group to meet planned objectives as to sales volume, market penetration, profitability and selling cost.
- Recruits, trains, develops and coaches salesforce (individual salespeople/major account reps/agents or distributors).
- Prepares sales forecasts and budgets.
- Organizes meetings on an annual or semi-annual basis for sales force.
- **Compensation:** high salary plus performance bonus.

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Divisional Sales Manager*

- Responsible for a specific product level or market segment that transverses geographic boundaries in a company
 - Ensures consistent, profitable growth in sales revenue through positive planning, direction and management of all sales personnel within division and through interaction with customers and prospects.
 - Defines measurable expectations of each sales role within division and evaluates performance against expectations.
 - Provides training, measurements and feedback enabling staff and field sales reps to excel in areas of price administration, operating procedures and reduction in non-compliance.
 - Develops training programs for all field based sales reps and co-ordinates with other departments to expose them to all aspects of company processes.
- **Compensation:** high salary plus performance bonus.

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District Sales Manager*

- Responsible for the sales of assigned products/services throughout assigned geographical region or customer group to meet planned objectives as to sales volume, market penetration, profitability and selling cost.
- Supervises sales reps and directs overall selling activity in the district.
- May make personal sales calls on major accounts or prospects.
- Keeps superior informed of economic, competitive and other factors affecting district.
- **Compensation:** salary plus performance based bonus or over ride.

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Sales Manager*

- Plans, organizes and develops the sales organization for company markets.
- Identifies new markets, the need for new products and market share with existing and new accounts.
- Identifies objectives, strategies and action plans to improve short and long-term sales and earnings.
- Establishes/maintains contact with top echelon customers.
- Reviews progress of sales reps and sales assignments.
- Recruits, trains and develops sales force (individual salespeople/major account reps/agents or distributors).
- Reviews variable expenses and sales policies periodically.
- **Compensation:** salary plus performance based bonus or over ride.

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Vice-President of Sales*

- Responsible for the entire planning and operational aspects of the sales group.
- Responsible for profitability, growth and direction of all products and services.
- Responsible for the creation and management of corporate sales budgets: planning, compilation, implementation, reporting, goal-setting and pricing.
- Manages and administrates corporate sales program through middle managers: product development, incentive/compensation programs, company-wide sales meetings and individual sales departments
- Liases and communicate with other key departments—operations, administrative, customer service on all corporate/subsidiary plans and programs.
- Represents company in community and industry.
- **Compensation:** high base salary plus high performance bonuses and other executive perquisites.

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Director of Sales*

- Responsible for achieving sales volume and profits consistent with company objectives.
- Formulates and recommends plans, policies, goals and objectives for the organization's sales activities to expand market share in existing markets and capture new markets.
- Develops in collaboration with senior management, the broad policies for the development of new products/services to increased market share as identified by marketing.
- Responsible for changes in the structure and organization of the sales area to achieve assigned objectives and to provide flexibility and swift reaction to ongoing problems and/or opportunities as they arise in the marketplace.
- May develop and recommend pricing strategy component of product marketing mix.
- Performs timely employee performance evaluation for middle management.
- Develops, manages and evaluates the company's sales compensation with an eye towards retention and current profit and loss requirements.
- Co-ordinates the appraisal and reporting of corporate sales plans and programs to senior management.
- Recommends training programs for sales personnel.
- **Compensation:** high base salary with performance bonus and other executive perquisites.

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Marketing Manager

- Develops and executes international/national/provincial strategic marketing plans.
 - Develops a comprehensive, integrated marketing program plans which includes: objectives, target audience definition, key messages, offer / call to action, metrics, dependencies, program schedule, budget tracking.
 - Integrates the following types of programs into strategy: trade shows, seminars, direct marketing programs, newsletters, awards and other programs that support general marketing and vertical market sales activities.
 - Manages the execution of marketing programs to meet key milestones. Ensures resources are available and deliver according to schedule. Anticipates issues and define alternatives to achieve success.
 - Tracks performance of various promotions through quantitative analysis. Analyzes results and revises program elements to improve results, if needed.
 - Work cross-functionally with product teams, sales, services, partners, senior management, PR and media agencies, consultants and vendors to build programs and promote marketing activities internally.
 - Manages marketing staff and provides mentoring. Establishes high performance standards and leads continuous improvement efforts in the marketing organization.
- **Compensation:** Base salary with possible bonus structure.

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