



SALES FORCE JOB DESCRIPTIONS

Field Sales Manager Job Description

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About The Sales Management Association

The Sales Management Association is a global professional association focused on sales management's unique business and career issues. The Sales Management Association fosters a community of interest among sales force effectiveness thought leaders, consultants, academics, and sales management practitioners across many industries.

Through training workshops, online resources, and research materials, The Sales Management Association addresses the management issues of greatest concern to practicing sales managers. The Sales Management Association's focus areas include management leadership, sales force performance coaching, sales planning, sales process management, enabling technologies, incentive compensation, and sales force support.

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POSITION OVERVIEW

The Field Sales Manager (FSM) is accountable for the profitable achievement of sales objectives associated with the assigned market, segment, and sales team managed. The FSM is responsible for their assigned team's sales productivity, and directs their effort in order to have the greatest overall impact on company results.

The FSM manages all aspects of running an efficient sales team, including hiring, supervising, coaching, disciplining, and motivating direct-report sales associates.

JOB RESPONSIBILITIES

- Prioritizes coaching and performance management efforts to have the greatest overall impact on business results.
- Coordinates the involvement of sales support personnel, including customer support, service, and management resources, so that team performance objectives and customers' expectations are met.
- Proactively inspects sales activity and effort among sales associates managed, ensuring that the quality and quantity of sales effort meets company expectations.
- Identifies deficiencies in skills among sales associates managed, and works to improve individuals' capabilities through coaching, development, and training.
- Recruits, hires, and develops associates, utilizing company human resources guidelines and support resources.
- Works with market management to ensure market-level strategic and business objectives are met by the sales team.
- Directs and supports the consistent implementation of company initiatives.
- Positively impacts the performance of individual sales team members by implementing and managing field support tools, including training programs, productivity initiatives, account and territory planning methodologies, and customer communication tools.
- Leads field forecasting efforts among the team managed, ensuring that accurate forecasts are completed on a timely basis
- Proactively assesses, clarifies, and validates customer requirements and satisfaction by engaging key customer accounts in conjunction

with sales personnel managed. Provides a management-level point of contact for key customers. Builds and maintains strong customer relationships.

- Builds peer support and strong internal-company relationships with other key management personnel.
- Establishes productive relationship with field marketing based on frequent communication, collaboration, and the effective allocation of marketing investment in the marketplace managed.

ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Meets assigned team quotas for sales, profits, and strategic objectives.
- Accountable for the thorough implementation of all customer-related initiatives among sales personnel managed.
- Responsible for the efficient allocation of company support resources in the customer base managed by the assigned team.
- Jointly responsible (with field marketing) for marketing investment ROI in the assigned marketplace.
- Achieves strategic teams objectives defined by company management.
- Implements effective coaching and development of direct-report associates.

ORGANIZATIONAL ALIGNMENT

- Reports to the VP Sales.
- Directly manages a team of eight to 15 sales associates.
- Directs the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed, coordinating with the appropriate management-level resources.
- Coordinates company executive involvement with customer management.
- Works closely with Customer Service and Field Marketing to ensure customer satisfaction, and high levels of field sales support.

QUALIFICATIONS

- Four year college degree from an accredited institution; masters in business administration (MBA) or equivalent preferred.
- Minimum five years of sales management experience in a business-to-business sales environment.
- PC proficiency

ENVIRONMENTAL JOB

- This position requires extensive travel.

**REQUIREMENTS AND
WORKING CONDITIONS**

- All prospective employees must pass a background check.

**ABOUT THE SALES
MANAGEMENT
ASSOCIATION'S JOB
DESCRIPTION LIBRARY**

The Sales Management Association makes these sample job description available to its members in order to provide representative examples of job descriptions – not as a recommendation of job design or specific job responsibilities. Additional job descriptions and resources are available at www.salesmanagement.org.