



SALES FORCE JOB DESCRIPTIONS

# Senior Vice President Sales [Chief Sales Officer] Job Description

The Sales Management Association  
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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 Senior Vice President of Sales [Chief Sales Officer] provides leadership, direction, and resource stewardship to the organization's sales function. As the organization's senior-most sales leader, the SVP Sales is accountable for overall sales organization performance, the profitable achievement of sales organization goals, and for aligning sales objectives with firm business strategy.

The SVP Sales reports to the [President; Chief Operating Officer; Chief Executive Officer].

## JOB RESPONSIBILITIES

- Aligns the sales organization's objectives with firm business strategy through active participation in corporate strategic planning, sales strategy development, forecasting, sales resource planning, and budgeting.
- Accountable for effective sales organization design, including sales job roles, sales channel design, and sales resource deployment.
- Meets assigned targets for profitable sales volume, market share, and other key financial performance objectives.
- Leads learning and development initiatives impacting the sales organization, and provides stewardship of sales and sales management talent. Through active, productive partnerships with Human Resources and Learning and Development functions, the SVP establishes learning and development objectives essential to the sales organization's success, oversees the effective delivery of training and development programs, actively assesses the value of training and development investments, and monitors learning and development outcomes to ensure high ROI.
- Establishes and governs the sales organization's performance management system. This includes establishing guiding sales organizational principles for managing performance, establishing and prioritizing critical performance measures for all sales jobs; overseeing the equitable allocation of organization objectives across all sales channels, markets, and personnel; and ensuring all key sales and sales management associates are held accountable for assigned results.

- Provides leadership to the sales organization's management team, while fostering a culture of accountability, professional development, high-performance, and ethical behavior.
- Accountable for the sales organization support budget. Proactively assesses existing sales organization support investments, including those in technology, training, and administrative support. Ensures support investments yield productivity benefits consistent with established objectives. Provides managerial leadership to Sales Operations in meeting this responsibility, and works closely with the Chief Information Officer to ensure technology initiatives are implemented consistent with firm technology strategy.
- Leads sales organization change initiatives by continuously assessing the need for organizational change, championing change initiatives, and removing obstacles impeding constructive organizational change.
- Establishes and maintains productive peer-to-peer relationships with customers and prospects.

#### **ACCOUNTABILITIES AND PERFORMANCE MEASURES**

- Achieves assigned organizational objectives for sales, profits, volume, product mix, and other strategic goals.
- Supports the achievement of strategic objectives critical to other functional areas within the firm.

#### **ORGANIZATIONAL ALIGNMENT**

- Reports to the Chief Executive Officer [Chief Operating Officer; President]
- Peer colleague to other senior-most functional heads.
- Direct report staff includes Division [Region; Market; Business Unit] Sales Leaders; Sales Operations.
- Provides indirect leadership to core sales support functions including Marketing, Service, Field Operations; Finance; Human Resources; IT.

#### **QUALIFICATIONS**

- Four year college degree from an accredited institution.
- Master in Business Administration or equivalent.
- Minimum fifteen years of sales management experience in a business-to-business sales environment.

**ENVIRONMENTAL JOB  
REQUIREMENTS AND  
WORKING CONDITIONS**

- This position requires extensive travel.
- 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](http://www.salesmanagement.org).*