

Sales Leaders are responsible for driving sales growth and developing strategic sales plans to achieve company goals. They lead sales teams and improve salesforce efficiency, analyze trends in sales and marketing data, set targets, and identify opportunities. Sales Leaders also collaborate with other departments to optimize the sales strategy, increase market share, and align sales efforts across the organization.

Example positions

VP of Sales, Chief Sales Officer, Chief Revenue Officer (CRO)

COMPETENCIES

Leadership Communication - Sales Leaders generate a shared commitment to the organization, building morale and encouraging ownership of mission, goals, and values.

Influence and Persuasion - They are effective in persuading, convincing, influencing, or impressing others in order to get them to support a specific agenda, make a specific type of impression, or take a specific course of action.

Strategic Thinking - They develop and help drive a shared understanding of a long-term vision that describes how the organization needs to operate now and in the future.

Organizational Savvy - Sales Leaders gather and accurately assess information related to the organization's formal and informal communication channels and power relationships.

Leading Change - They effectively create a vision for change and engage others to implement the change process.

Business Acumen - Sales Leaders make sound business decisions based on a strong understanding of the company's business model, strategic goals, and relevant policies, as well as best practices and current technologies in their own discipline or functional area.

Driving Results - They motivate individuals to achieve and exceed goals by establishing accountabilities, clarifying performance expectations, agreeing to high standards and measures, monitoring and reviewing performance, and providing timely and relevant feedback.

Strategic Talent Management - They attract, hire, engage, and develop talented people to build the capabilities required for the organization to perform at high levels.

Representative behaviors

- Clearly communicates vision and strategy across all organizational levels
- Persuasively sells ideas to gain support and buy-in
- Thinks strategically to promote growth or gain competitive advantage
- Leverages informal relationships and communication channels within company, with a clear sense of their organizational impact
- Takes action to ensure efficient and proper use of resources based on budget data
- Drives the execution of business plans
- Brings the right people together to accomplish goals



JOB MODEL																
Leading		Active Communication		Interpersonal Dynamics		Making Decisions		Solving Problems		Managing Processes		Self-Management				
Leadership Maturity		Influence and Persuasion		Interpersonal Sensitivity		Deliberative Decision Making		Creativity and Innovation		Quality Focus		Composure and Resiliency				
Leadership Communication		Conflict Management		Helpfulness		Decisiveness		Analytical Thinking		Compliance		Generating and Expressing Enthusiasm				
Driving Results		Negotiating		Service Focus		Strategic Thinking		Learning Agility		Response Orientation		Strength of Conviction				
Leading Change		Active Listening		Relationship Building		Organizational Citizenship		Scientific Acumen		Safety Focus		Achievement Motivation and Perseverance				
Managing Innovation		Communicating		Collaboration and Teamwork		Information Seeking		Business Acumen		Process Management		Self-Awareness				
Managing Quality		Instructing		Organizational Savvy						Time Management		Adaptability				
Team Building				Global Mindset						Planning and Priority Setting		Initiating Action				
Coaching and Developing Others										Organizing and Documenting Information		Accountability				
Delegating										Applying Standard Practices		Professionalism				
Fact-Based Management												Continuous Learning				
Strategic Talent Management												Extended Task Focus				
Directing												Comfort with Ambiguity				
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