



## JOB INFORMATION

<b>Department</b>	: Sales, Services & Promotion
<b>Role</b>	: Front Office Sales Executive (Part Time)
<b>Login</b>	: 9:15 am <b>Log Out:</b> 1:45 pm
	Or
<b>Login</b>	: 3:15 pm <b>Logout:</b> 7:45 pm
<b>Report to</b>	: Sales Team Head (email-CC) to HRA and (email-BCC) to Manager
<b>Working Days</b>	: 26 days
<b>Leaves</b>	: Paid 12 holidays in a year
<b>Salary</b>	: Fixed + Incentives on performance, achievement, fulfillment, PF, ESI
<b>Payment</b>	: Monthly
<b>Bonus</b>	: 15,000.00* T&C
<b>Training</b>	: <b>Learn   Train   Manage   Upgrade</b> (1 week Schedule) HR Department   Sales Department   Promotions   Company   (Industry, 8 Domains, Category, Sub category, Process, Raw Materials, Machines, Customers, Reporting, Communication and many more essentials.
<b>Meetings</b>	: Weekly, Monthly, Quarterly
<b>Discussion</b>	: Daily
<b>Reports</b>	: Daily, Weekly, Monthly, Quarterly and Yearly

## **JOB INFORMATION**

Front office executive is a person who loves interacting with people, a streak for experimentation and great social skills.

If you are an expert in convincing and who likes to experiment with different skills, this is the job for you! You can apply with us to kick-start as Front Office Executive in Sales at our High Touch Convenient Stores across Bangalore.

First impression is utmost important for a corporate area. Thus, the front office executive plays a very important role in it. They are the ones who can just by their way of talking and greeting can change everything.

Attracts potential customers by answering product and service questions; suggesting information about other products and services. Accept customer Customized orders or product booking by recording or written information. Maintains customer records by updating purchase information.

Responsible for handling front office reception and administration duties, including greeting guests and offering them a beverage, answering phones, handling company inquiries, and sorting and distributing mail. Mail also schedule meetings and travel for Floater Executives or Relationship Officers.

### **JOB SPECIFICATIONS:**

Front Office Sales Executives are the principal point of contact between a business and its customers. Front Office Sales Executive ensures current customers have the right products and services, identify new markets and customer leads, and pitch prospective customers. In many ways the face of the company, Executives may do everything from answering phones to monitoring the competition, all while maintaining good customer relations and pursuing new sales opportunities.

### **SKILLS REQUIRED:**

**The skills required for this job the most are Oral / Verbal Communication and Results Driven Office Administration, Persistence, Customer Service, Selling to Customer Needs, Meeting Product Knowledge, Time Management, Closing skills, Quality Focus, Territory Management, Problem Solving, Market Knowledge, Prospecting Skills, Documentation Skills, Listening, Phone Skills & Sales, Negotiation, Sales Goals, Handles Rejection, Resolving Conflict, Posting Ads, Analyzing Information, Self-confidence, Presentation skills, Client Relationships, Motivation for sales, Professionalism and Multi-tasking is Front Desk Executive job.**

## Job Information

1. Job Title : Front Office Executive Sales
2. Pay Grade : Fixed Salary + Incentives
3. Reporting Person : Sales Team Head | BDE | RO
4. Shift Timing : 9.30 to 1 or 3.30 to 7.30
5. Department Name : Sales, Service & Promotion
6. Location : Across Bangalore

## Job Summary

1. Job Purpose : For Customer Service under Development & Expansion Plan,
2. Job Importance : **Sales** play a key role in the building of loyalty and trust between customer and **business**. ... During **sales** interactions, encouraging the customer to recommend a friend or give positive feedback can have an impact on the growth of the **business** through increased brand awareness and **sales**.

## Sales Lead Conversions | Business Growth | Customer Retention

3. Job Significance : The term refers to the perception that one's **job** or **task** exerts a positive impact on others. It is commonly perceived as meaning fullness of one's work. You will be responsible to get business to fulfill the demand of production team daily.
4. Job Value : Your work **values** are the subset of your beliefs and ideas that are related to your occupation or **job**. These core principles are an important part of who you are. They include things like honesty, service, self-respect, respect for others, peace, and success.
5. Contribution : The **contribution sales ratio** is the **contribution** to the revenue of the company that each sale of a product has. ... The **contribution sales ratio** is calculated by subtracting variable cost of **sales** from the **sales** revenue and dividing that number by the **sales** revenue.

## Job Challenges

1. Deadline : It's a powerful word that strongly suggests we must meet the time limit that's been set, otherwise we're dead if we miss it. The ironic thing is that nothing provides more focus on our priorities and time management skills better than setting a deadline. We are usually at our best when we are racing to meet the timeline that's been set because we are determined and focused on completing the assignment or project at hand.
2. Punctuality : **Punctuality** is a sign of professionalism and helps you stand out as a reliable and trustworthy employee. If you don't get your part of a project completed on time, you keep others from being able to finish their tasks. Being **punctual** helps you establish your reputation as a dependable and consistent worker.
3. Quality : In our business, of **Print on Demand** custom product manufacturing, quality has a pragmatic interpretation as the non-inferiority or superiority of something; it's also defined as being suitable for its intended purpose while satisfying customer expectations.
4. Accuracy : In measurement of a set, accuracy refers to closeness of the measurements to a specific value, while precision refers to the closeness of the measurements to each other. In our Business Demand on Printing and Signage 0% error is accepted.

## **Working Conditions**

1. **Education** : Graduate | UG
2. **Experience** : Sales or Marketing 0-2 years
3. **Overall Qualification**
4. **Skills** : Internet Savvy, Basic Computer, Calculus
5. **Knowledge** : Languages
6. **Expertise** : Convincing

## **Working Hours**

1. **Start Time** : 9.15 & 3.15
2. **Finish Time** : 1.45 & 7.45
3. **Working Hours** : 4 hrs. (100hrs)
4. **Tea Break** : 11 & 5
5. **Travel Hours** : Nearby HTCS
6. **Location** : Across Bangalore

## **Job Responsibility:**

Our company is looking for a Front Office Sales Executive to be responsible for generating leads and meeting sales goals. Duties will include sales presentations and product demonstrations, as well as negotiating contracts with potential clients.

In order to be successful in this role, you will need to have a deep understanding of the sales process and dynamics, and also superb interpersonal skills. Previous experience in a sales role is an advantage.

Front Office Sales Executives present and sell products or services to B2B and B2C, organizations, businesses or government agencies. They contact potential buyers, present products and services, answer questions and discuss pricing.

- Generating leads by posting ads in social media and registration in different business portals.
- Meeting or exceeding sales goals.
- Negotiating all contracts with prospective clients.
- Helping determine pricing schedules for quotes, promotions, and negotiations.
- Preparing weekly and monthly reports.
- Giving sales presentations to a range of prospective clients.
- Coordinating sales efforts with marketing programs.
- Understanding and promoting company sales programs.
- Obtaining deposits of payment from clients.
- Preparing and submitting sales contracts for orders.
- Visiting clients and potential clients to evaluate needs or promote products and services.
- Maintaining client records.
- Answering client questions about credit terms, products, prices and availability.



Setting a standard across the sales team is imperative, and this is done by establishing goals via sales quotas. Quotas allow managers and executive to know what it takes to be successful. But there's an art to setting proper sales quotas. If they're too hard or easy to achieve, it'll kill motivation. Executive either give up due to feeling defeated, or they'll take their foot off that gas and glide into their sales quota with minimal effort.

Done properly, Executive will know what it takes to thrive and stay motivated until they achieve the (realistic) goals set forth.

### **Why Goals Are The Backbone of Sales Success**

- Holds everyone accountable
- Drives motivation
- Boosts sales
- Clear and concise way to measure success

Your goals need to be bigger than your obstacles – The smaller the goal, the larger obstacles seem

We know how to set goals but often fail to recognize and understand *how to actually achieve the goals* we create for ourselves. Enter S.M.A.R.T. Goals – the best method to not only set goals, but make sure there's a plan in place to reach our desired result. And we have set an achievable Goal.

### **Big Goals Invite Big Obstacles**

It's no secret that accountability produces results. Whether a manager setting the quota for our team or a sales executive who won't stop working 15 hours a day to get that beautiful new iPhone that's been on his mind, holding yourself accountable is the driving force that allows you to reach beyond your current disposition and realize your maximum potential.

To say that you're going to encounter a few bumps in the road along the way is an understatement. Whether you're setting sales goals or personal goals, the path to success is not void of obstacles.

The people who push on and persevere when everyone else so eagerly gives up are the people with the biggest goals. When you have small goals, every challenge proves more difficult and every obstacle seems larger.

## **Top Goals**

### **Activity Goals**

Or better known as, "sales activities", are goals that measure activities of each executive. Activity goals are 100% controlled by the executives. It's up to the individual to hit these metrics; which is can usually accomplish through effort and focus. Achieving activity goals sets them on track to hit their daily, weekly, monthly, and annual goal.

**Examples** of activity goals: doors knocked in a day, appointments set per week, proposals sent, etc.

### **Annual Goals**

Your annual goal is the driver of all your goals. Hitting these targets is – ultimately – the most important. However, this is a number, target, metric, and/or measurement that management/executives focus on; it's too overarching for executives to concern themselves with.

**An example** of an annual goal would be: Increase new accounts by 15%.

### **Team Goals**

A team goal is usually measured on a monthly or quarterly basis and requires each team member to contribute a certain percentage in order for the team to be successful. The real purpose behind a team goal (because individual goals suffice to reaching the annual goal just as well) is to provide unity amongst the team. When everyone works together to share in a common goal, it build camaraderie and drives a motivated sales culture.

**An example:** sell a combined total of at least 24,000,000 in FY this quarter.

## **S.M.A.R.T. Goals Stands For:**

<b>Specific</b>	clear and unambiguous telling exactly what is expected
<b>Measurable</b>	concrete criteria for measuring progress toward goal attainment
<b>Attainable</b>	challenging and high reaching but ultimately can be achieved
<b>Relevant</b>	is in alignment with the individual, team and goal
<b>Time Related</b>	a committed deadline

### **SMART Goals Examples**

**SPECIFIC:** More than just setting a goal to increase door knocks, a SMART goal would be to increase door knocks by 10 per day.

**MEASURABLE:** Have a concrete number to achieve. For example, increase sales by 17% by the end of the next quarter.

**ATTAINABLE:** Don't set a goal that is not possible to reach. For example, increase door knocks by 10 per day is doable. Increasing by 500 is just unrealistic.

**RELEVANT:** If it doesn't fit with the mission of the company as a whole, you may want to find a new goal to set.

**TIMELY:** There needs to be a due date on the objective. Increasing door knocks by 'X' amount by 'X' date is how you set a SMART sales goal.

Setting goals is crucial to success. Why? Because they hold you accountable, keep you motivated, and give you a way to measure success. There are some specific guidelines when setting goals to adhere to in order to make them attainable. By following the SMART guidelines we'll create goals for our team or ourself that will increase the likelihood of you hitting them, which is the ultimate goal, *right?*

<u>Goal</u>	<u>Action Steps</u>	<u>Success</u>	<u>Time Frame</u>	<u>Resources</u>
<b>Listen to inspirational podcasts every week in 2018</b>	<b>1.</b> Decide which podcasts are most inspirational to you	List of 10 podcasts is made	1 week to research and make a list	iTunes or Google Play
	<b>2.</b> Schedule an appointment reminder in SPOTIO for the same day and time each week	Listening to a podcast every Monday at 7:00 am	Weekly	SPOTIO
	<b>3.</b> Assess to make sure 12 podcasts were listened to	All podcasts were listened to each Monday at 7:00 am	3 months	SPOTIO

As a sales professional your goals are likely income related. Whatever your number is, you can achieve more by clearly defining it. The last thing you want to do is wait until September to realize you've earned goal. This would make it astronomically more difficult to achieve, so you need to be more specific.

For the executives selling a product with a short sales cycle, where the decision from a prospect is almost immediate in terms of whether they're going to buy or not, break your larger goal down into smaller, more specific weekly goals. 1.2 cr per year is roughly 3 lakh per week, so this would be a good weekly income target.

### **Goal #1 | 1,000 per Week in Commission**

**Goal Type** : Individual Weekly

**Strategy** : Touch base with lost deals, prospect larger accounts, or upsell current clients.

### **Goal #2 | Double Your Number of Visits**

**Goal Type** : Individual Quarterly

**Strategy** : This is pure grit. Get out there and prospect in between meetings. Before you take a break to check social media, hit up one more business. Just adding in one more action each day will result in big dividends.

### **Goal #3 | Close 4 More Deals Next Month**

**Goal Type** : Individual Daily/Weekly

**Strategy** : Not unlike the strategy for Goal #2... work it!

### **Goal #4 | Increase ASP (average sales price) by 20000 Next Quarter**

**Goal Type** : Team Goal

**Strategy** : Working together this can be achieved. Run promo's and really sell the value of our offering during each meeting by proving how you can solve their pain.

By focusing on these two areas you're going to force yourself, or our team, to take the necessary steps to reach your sales goals. Creating a goal for sales attempts provides insight into your pipeline.

The number of attempts you or your team makes each week is great to track and measure because it's a controllable. It's also exceptionally beneficial if you **understand how important your sales process is**, specifically as it relates to follow ups. One of the biggest mistakes salespeople make is not following up, regardless of the reason.

The truth is that **your sales fortune is in the follow up** because **48%** of salespeople won't even make a **single follow up attempt**. With **80%** of sales requiring at least **5 follow ups** after the initial meeting, you're losing out on an absurdly ridiculous number of deals by not reaching back out.

The income goal will have you focused on pushing potential customers through the pipeline quicker, having leads come out the other end as sales and income. Don't put too much emphasis on one over the other because:

**Greater Emphasis On Income** = Not filling up your pipeline

**Greater Emphasis On Attempts** = Not driving your pipeline

### **Monitor KPI's with a Sales Activity Track Records**

To validate, monitor and achieve sales goals, you need to understand what it takes in order to achieve them. KPI's are your eyes and ears to ensure you're reaching targets.

Utilizing an activity track record that's tied into your sales record book is a great way to coach our team and show executives the activities they need to accomplish in order to be successful.

However, any time an executive hears the word "tracking", they automatically assume you're "big brothering" them.

This is not always the case.

Tracking your desired KPI's through activity track record book shows you the volume of each activity (contact attempts, pipeline velocity, opportunities, etc.) that needs to be attained in order to reach goals.

It's not micro management; it's providing actionable insight so executive can exceed their quota.

**Result for Executives:** more closes. **Results for Managers:** growth in revenue.

### **Using SMART Goals as a Sales Manager**

A great exercise is to sit down with your team at the beginning of the year to walk them through this exercise. They might not even know their goals. Help them create their goals, track them and hold them accountable.

There's no better way to have a happy sales team than when they are crushing their goals.

***The accountability starts now!***

# Sales Objective Examples

- Reduce cycle time by automating email prospecting.
- Spend one hour each day prospecting to find good-fit leads.
- Increase win rates by 5% in Q1.
- Bring in 9% more revenue each month.
- Limit the number of discounts given to prospects.
- Reduce customer acquisition costs by 15% this month.
- Improve customer retention by 30% by the end of the year.
- Reduce customer churn rate by 3% within Q3 and Q4.
- Monitor customers in the CRM on a weekly basis to identify cross-sell and upsell opportunities.

## Types of Sales Objectives

A business' sale objectives often fall within one of the following categories, but objectives can vary from Time to time.

1. Cycle time
2. Leads
3. Win rate
4. Revenue
5. Profit margins
6. Customer acquisition costs
7. Customer retention
8. Churn rate
9. Cross-sell and upsell

## Capability Index

The **Sales Capability Index (SCI)** is an **index** , which provides a **capabilities** score that, for the first time in the industry, provides a holistic, quantified assessment of **FOES** and team readiness while also producing a leading indicator of their expected performance.

## Competency Framework | Sales Competence Model

**Sales competencies** defined in terms of knowledge, skills, habits, and motivators

Here you can use our sales competence model as a base for your own. You can learn how we define a sales competency and find information about using it to drive learning.

## The Nineteen Sales Competence Factors

### **1. Answering Common Customer Questions** - *Expertise, knowledge of value and proof points, skills*

There are six common questions that buyers have in mind when considering new purchases or suppliers. Those who have good answers increase credibility, reduce anxiety, and develop trust more easily.

### **2. Market and Industry Understanding** - *Expertise and knowledge*

Salespeople, who have expert knowledge of the market and industry that they operate in, find it easier to build important contacts and recognize worthwhile opportunities. It helps them establish credibility, communicate value, and develop trust.

### **3. Customer and Prospect Understanding** - *Expertise and knowledge*

Ability to persuade depends on understanding. Knowing how a customer's business works helps salespeople position the value they offer and acquire trusted advisor status.

### **4. Company Understanding** - *Knowledge*

Those who know their company's goals, objectives, strategy, needs, strengths, and weaknesses understand the capabilities and resources available to address the market.

### **5. Written Communication** - *Skills*

In addition to general customer communications via letter and email, many salespeople must prepare their own quotations and proposals. The increasingly important personal marketing and digital selling techniques rely heavily on writing skills.

## 6. Understanding and Articulation of Value - *Expertise, knowledge, and skills*

Complete understanding of the value provided by the products or services represented is an aspect of a salesperson's knowledge that shouldn't be taken for granted. Equally important is ability to communicate the value effectively. *Aspects 1 through 6 of the competency model are explored and evaluated in the Sales knowledge Assessment.*

## 7. Proactive Prospecting - *Motivation, planning, methods, and skills*

If marketing activities don't generate enough leads and enquiries, salespeople must be able to find their own. Effective and efficient prospecting can make all the difference when business is hard to come by.

## 8. Networking for New Opportunities - *Motivation, planning, methods, and skills*

Networking is an alternative means of finding new prospects. It depends on having a favorable relationship with a wide range of business contacts in the industry and related industries.

## 9. Opportunity Qualification - *Planning, methods, tools, habits, and discipline*

Doing things right is a waste of time if people don't first choose the right things to do. Qualification has a substantial impact on success.



## **10. Forecast Accuracy** - *Planning, methods, tools, habits, and discipline*

Apart from an accurate forecast being essential for good business management, it also helps salespeople secure the right resources to win the business opportunities addressed.

## **11. Organization and Time Management** - *Planning, methods, tools, habits, and discipline*

Forethought, planning, and preparation precede success. Making good use of the time available and paying attention to detail are also important sales competencies.

## **12. Managing the Sales Process** - *Planning, methods, tools, habits, and discipline*

Using a system or method that has proved effective elsewhere provides a benchmark for measuring progress and a common language for communicating internally. Frameworks and checklists help sellers avoid mistakes and develop better methods.

## **13. Interpersonal Communication** - *Empathy, sensory acuity, knowledge, experience, and skills*

Good communication is a foundation stone of success. Many aspects of **sales competency** depend on the salesperson's ability to discover information that isn't publicly available, shift another person's perspective, and make a convincing presentation.

## **14. Handling Objections** - *Preparation, methods, and skills*

Buying objections thrown up by customers can delay or stall business that otherwise could be concluded. Salespeople need ability to turn objections around.

## **15. Progressing a Sale** - *Preparation, methods, and skills*

Moving a sale forward depends on ability to influence customer staff manage the customer's buying process. Salespeople need to gain agreement and motivating action at all stages of a sale.

## **16. Negotiating Terms** - *Preparation, methods, and skills*

Some elements of negotiation are important throughout a sale however the final negotiation often brings out different behaviours, tactics, and ploys. Salespeople need formal negotiation abilities. *Sales competencies 6 through 16 of this sales competence model are explored and evaluated in our Sales assessment.*

## **17. Self-Development** - *Planning and discipline*

In a competitive market, organizations must continuously increase productivity. Salespeople must keep getting better. Otherwise their company will inevitably be overtaken by competitors.

## **18. Sales Mindset - *Beliefs, values, virtues, motivation, and attitudes***

Attitude dictates thinking and thinking dictates speech and actions. There are attitudes that help salespeople succeed and there are those that hinder. While attitude itself cannot be a competency, having attitudes compatible with success, can be considered an aspect of sales competence. *Beliefs about selling and attitudes towards sales challenges and self-development are reflected and investigated in the Sales Mindset assessment.*

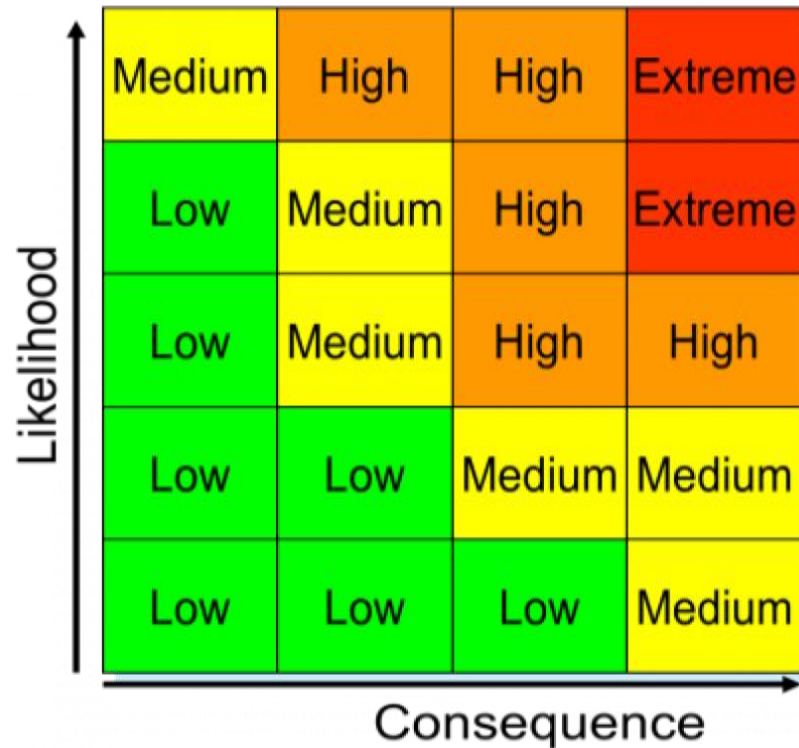
## **19. Sales Motivators**

Motivation has a major impact on the decisions salespeople take and the actions that follow. Consequently, a salesperson's intrinsic motivators, have a bearing on success which differs according to the role being fulfilled

### **Criticality and Capability Matrix**

The **Capability Matrix** forms part of the overarching Performance Expectations Framework for Professional Staff and describes the functional **capabilities** required to perform effectively as a higher education professional.

A maintenance criticality matrix, or risk matrix, is a tool that helps companies and plants assess the criticality of a given risk. Structures often use it when they want to manage, anticipate and annihilate potential failures.



**What is a criticality matrix?**

Criticality matrix allows you to quickly analyze the most critical equipment of your machine pool during a given period. They are made to ease the analysis thanks to a color code: yellow for minor elements, orange for less important ones and finally red for the most critical ones. To make the best use of it, one needs to take the different parameters into consideration (cost center, maintenance technician, tag, equipment...), that can be selected, as well as variables (intervention time, number of interventions). All the data displayed come from your computerized maintenance management system software Mobility Work, and are gradually fed by maintenance technicians' interventions. It is possible to filter information to obtain a level of criticality according to the defined filters:

- equipment
- cost center
- tag
- tasks creator
- task status
- maintenance plan choice
- intervention length

## **Potential and Performance Matrix**

How do we evaluate a sales executive performance?

**5 ways we evaluate sales executive more fairly and effectively and look at the whole picture of what they bring to our team:**

1. Measure process, not just final results. ...
2. Promote good prospectors. ...
3. Reward training. ...
4. Recognize teamwork. ...
5. Think about the next deal.

...Being a sales professional is often very stressful, as there are high demands to meet sales quotas. After all, if salespeople don't make their numbers, it not only impacts their goals, but the financial needs of the companies. Because of this, there is tremendous pressure placed on hitting their sales.

But even though sales numbers are hugely important, they're not the only way to evaluate the success of your sales team. If you're trying to identify which salespeople on your team are the top performers and which ones might need to make a career change, it's important to know how to look beyond the immediate numbers and develop a more nuanced way to evaluate sales reps' performance.

Final sales numbers are often the most attention-getting stats for sales managers, but there are a lot of other elements that go into creating those final numbers.

Here are 5 ways a company evaluate sales executive more fairly and effectively and look at the whole picture of what they bring to team:

## **1. Measure process, not just final results**

It might sound counterintuitive in such a results-driven business, but more sales teams need to focus on the overall sales process, and not just the final results. You need to have a “sales funnel” in place that guides your prospective customers through each stage of the buyer’s decision-making along the entire customer journey, including these touch points:

The first contact or initial inbound inquiry

The earliest discussion to assess the customer’s needs

More detailed relationship-building conversations and discussions about the potential ROI of the customer buying your solution

The final sales closing

You should evaluate your reps not only on how well they close deals, but on how well they work through each stage of the sales process. You might discover that some of your best closers struggles with the early stages of making a sale, and that some of your salespeople with lower conversion rates in the final stages are great at qualifying sales leads initially.

Measuring the overall performance of your reps throughout the sales process will help you identify people’s individual strengths and help your sales team get better as a whole. Unfortunately, many sales teams currently do not have a consistent sales process in place—according to stats cited by Hub Spot, 68% of B2B organizations have not identified their sales funnel.

## **2. Promote good prospectors**

Most salespeople hate prospecting. They hate making cold calls, and they hate making those first uncertain steps on the road toward finally closing a sale. This reluctance means that there is an opportunity to find the salespeople who actually enjoy prospecting and who are good at it, and make prospecting a niche role within your sales team.

Perhaps you’ve got salespeople who struggle with closing sales or building longer-term relationships, but who have the right energy level and relentless ability to keep getting on the phone and introducing themselves to new prospects. Find a way to reward your salespeople who do the parts of the job that most salespeople don’t want to do.

### **3. Reward training**

Many sales managers believe in the 80-20 rule—the idea that 80% of your sales results come from the top 20% of your sales reps. If this 80-20 rule is true for your organization, it can be tempting to just let your top sales reps keep doing their own thing and keep selling and selling—but this can be a mistake. Instead of evaluating your top sales reps based only on their sales numbers, try to capitalize further on their success by asking them to create best practices and training opportunities that can be shared with the rest of the team.

The best players in sports don't just rack up great statistics for themselves; they find a way to make other people on the team get better. It's the same for sales. Enlist the support of your best salespeople in training the rest of the team. Find out what they do so well, and replicate that success—and make sure your top sales people understand that training is part of their job performance evaluation.

### **4. Recognize teamwork**

Is our sales team truly a “team” or just an assortment of individuals? Good sales teams should have a spirit of friendly competition, but everyone needs to understand that the real competition is outside the organization. They're ultimately not competing against each other—they're helping each other compete against your company's competitors. Look for ways to reward sales reps that exhibit and promote good teamwork, whether that means filling in for someone on a client meeting, or helping a teammate close a big deal.

### **5. Think about the next deal**

We talk a lot about building relationships with potential customers, but what does it really mean? Making a sale is huge, but what about when it comes time to renew or upgrade? And are your customers likely to refer you to someone else?

Another important part of the sale is how your customer feels about it afterward. Aggressive salespeople who will do anything to close the deal can be a huge asset to your team, but if they over promise or disappear after the sale, it can leave customers unsatisfied. Tracking and monitoring your progress by repeating customer satisfaction ratings six or 12 months after the sale can be another great way to tell whether your team is building successful long-term relationships—or just padding short term numbers.

## **Job Duties and Tasks for: front office executive sales “Order Clerk”**

- 1) Influences customers to buy Product, services and merchandise by following a prepared sales talk to give service and product information and price quotations.
- 2) Obtain customers’ names, addresses, and billing information, product numbers, and specifications of items to be purchased, and enter this information on order forms.
- 3) Prepare invoices, shipping documents, and contracts.
- 4) Inform customers by mail or telephone of order information, such as unit prices, shipping dates, and any anticipated delays.
- 5) Receive and respond to customer complaints.
- 6) Verify customer and order information for correctness, checking it against previously obtained information as necessary.
- 7) Direct specified departments or units to prepare and ship orders to designated locations.
- 8) Check inventory records to determine availability of requested merchandise.
- 9) Review orders for completeness according to reporting procedures and forward incomplete orders for further processing.
- 10) Attempt to sell additional merchandise or services to prospective or current customers by telephone or through visits.

- 11) File copies of orders received, or post orders on records.
- 12) Compute total charges for merchandise or services and shipping charges
- 13) Confer with production, sales, shipping, warehouse, or common carrier personnel in order to expedite or trace shipments.
- 14) Recommend merchandise or services that will meet customers' needs.
- 15) Adjust inventory records to reflect product movement.
- 16) Collect payment for merchandise, record transactions, and send items such as checks or money orders for further processing.
- 17) Inspect outgoing work for compliance with customers' specifications.
- 18) Notify departments when supplies of specific items are low, or when orders would deplete available supplies.
- 19) Recommend type of packing or labeling needed on order.
- 20) Calculate and compile order-related statistics, and prepare reports for management.
- 21) Maintains operations by following policies and procedures; reporting needed changes.
- 22) Contributes to team effort by accomplishing related results as needed.

## **You want to improve your sales skills and maximize your potential**

### **1. Product Knowledge**

A Front Office Sales Executive who doesn't perfectly understand the product we're selling is a completely ineffective executive. Product training should be one of the very first things you should learn – you should be able to explain in detail how each product works, what business value it offers, and the reasons it appeals to our company's ideal customers. We will help FSEs (Front Sales Executive) craft sales pitch effectively, and ensure you highlight each product's strongest features. Deep product knowledge is honestly one of the few things that separates the top 1% of executive from the rest.

### **2. Strategic Prospecting Skills**

Once you have the product knowledge to sell, it's time to do some prospecting. However, while many sales leaders have their quota-carrying executive also do early cold-calling, we actually don't suggest for FSE to do cold calling. From a unit-economics perspective, it is obviously considerably more cost-effective to have our Sales Development Executive (SDEs) do cold calls, while our quota-carrying ISEs should be doing more sophisticated prospecting – what we call “strategic prospecting”. This means searching for referrals through existing connections to new prospects that fit the target buyer or ideal customer profile. It's also important for executive to go back to Closed-Lost opportunities with whom they already had previous conversations and try to revive them. Another strategic prospecting activity is to ask for referrals from existing customers, and even talk friends and family for referrals to their portfolio companies. All of this is fair game for the quota-carrying FSEs to do prospecting.

### **3. Rapport Building on the meeting**

FSE's have a advantage over outside sales in that they're meeting with prospects face-to-face. This means they have to work harder to build a connection with busy and sometimes hostile strangers in our HTS. Some sales executive already have a natural ability to create an instant rapport with a prospect, and only have to finesse it. Other Executive can learn to research prospects in advance and find common ground to empathize with the person on the other end of the line. Whether you're chatting about sports, attending the same college, or just the weather, rapport should not be underestimated.

#### **4. Buyer-Seller Agreement**

In order to set mutual expectations and to make your prospects more comfortable, sales executive should learn how to create a Buyer-Seller Agreement, to set the tone for all calls and meetings. These are verbal agreements at the beginning of the sales process that outline expectations for both sides. For example, a sales executive can ask a prospect, “Is it OK to ask a few questions about your requirements and then I will show you a demo of our product to see if there is a potential fit for both of us?” It allows the prospect to feel comfortable and understand what is coming next, so no one feels ambushed by the next step. It also allows the sales executive to open up a two-way street in the selling process so that both parties get to a win-win conclusion.

#### **5. Active Listening**

Most sales executive feel comfortable talking to prospects, but listening is another story. FSEs need to become proficient in active listening, or listening with a strict focus and asking intelligent follow-up questions. People can usually tell if you’re really listening to them, rather than just thinking about what you’ll say next – and most people appreciate a good listener. Great listening skills can help reps empathize with prospects to learn more about their business and pain points. With that knowledge, they can then sell more effectively and offer a better solution.

#### **6. Communication**

The tone of voice, volume and pace of a sales executive’s speech are surprisingly important sales skills. In sales, how you say things to a prospect matters more than what you say. According to Sales Training, only 7% of communication relies on the content of what you say, whereas 38% of communication is about other attributes of communication such as tonality, etc. As you may have heard before, it’s not what you say but how you say it. executives should try to subtly mirror a prospect’s tone of voice and style of talking – if a prospect is more formal and polite, speak similarly; if they’re more informal and joke around, do the same. This helps prospects feel familiar with you, and relate to you more easily to create rapport. Executives also need to speak clearly, not too quietly, and not in a monotone. You need to let your emotion and personality shine through, so that the person in the HTS knows you’re a human, and is interested in talking to you.

## **7. Qualification Questioning**

FSEs need to start off every sales conversation by asking questions during the Discovery phase to analyze a prospect's business needs (i.e. Needs Analysis). It's important to not just throw random features and benefits at the prospect hoping something will stick. In fact, I tell FSEs to stop sharing all of our product's capabilities all at once. This is a bad tactic. Instead, you need to delve deep to discover your prospect's business pain and how our product can help them solve it by asking qualifying questions. These questions help you determine what you should share about the benefits and value in our product based on what is going to be most important for them. Beyond the Discovery stage of the selling process, over time, FSEs will need to qualify prospects for Budget, Authority, Need, Timeline, Competition and Buying Process in order to get all the key criteria that will help them get to the purchase. Being good at qualification is critical to be a successful Front Office Sales Executive.

## **8. Time Management**

The most effective FSEs are able to make the most of their time, with more dials and more connects than other Executive. The key to being highly productive is using good time management skills. We will train each rep to sort through leads to find the most promising ones, and not waste too much time on a deal that isn't going anywhere. You can use analytics to identify the industry, business size, and other characteristics of ideal leads, and share the information with our team. It's vital to make the most of the hours in the day to bring in more deals per executives.

## **9. Objection Prevention**

Great sales executives practice the art of proactive "Objection Prevention" and not merely "Objection Handling" and can thus reduce some of the most basic objections by way of how they approach a sale. We train our reps to be strategic and think ahead by studying what typical objections come up in most cases. For example, there is no reason to get to a point when a prospect can say, "I don't have a need for this" or "Call me again in a few months".

It is possible to be proactive and address a common objection before it even comes up. For example, at Newtech, many of our executives hear people say "You do Signs for office or houses but I can get done from local anyway." Instead, we preempt that objection.

by sharing during our Discovery Call that our cross-object sales reports are impossible to run in the CRM and yet these reports can save time for the Sales VP or CEO to run and can help grow revenue significantly and all this is possible in a few clicks of a mouse button instead of days spent in Excel with data that will be antiquated by the time you're done.

## **10. Objection Handling**

Even the best executive can't prevent every objection, so it's important to help our team prepare for objection handling when they do hear one. executive have to be on their toes so that the sales process doesn't end abruptly and they lose the opportunity at the deal. On our sales team at Newtech, we coach executives to empathize, soften and ask good questions to understand what is genuinely at the core of what the prospect is concerned about. Executive need to learn to sincerely understand the prospect's problem, ask for more information, and offer clarity to help the prospect overcome their objections. we do extensive role play and training to help prepare our team for this.

## **11. Demo skills**

For many Print on Demand products B2B and B2C the demo is critical to starting a sales process. Sales Executives need to not only understand the product, but must be able to show off it's capabilities to a prospect effectively through a demo. Demos are challenging in that executives need to first discover what benefits will be most important to solving a prospect's pain, and highlight the business value of those features during the demo. Throwing too many features at the prospect is a bad tactic and can overwhelm and confuse them. This is another skill that you should practice, so you can practice our demo presentation, and clearly be able to show off the product.

## **12. Gaining Commitment**

Great FOES can get a prospect to commit to a deal fairly quickly. The key is making sure the right people with the right approval power are bought in to the process as the sale progresses. Executive must continually ask questions, assess the prospect's needs and reinforce what the prospect is interested in buying. FSEs should ask "Is this helpful? Is this how you envision it?" and more. By forcing the a prospect with buying power to acknowledge again and again that you're offering them real value, it helps push them to commit to a deal.

### **13. Closing Techniques**

Now that the FSEs has convinced the prospect that their company or individuals needs the product, it's time to close. Our Managers will train executives to push prospects, ask for the order and get it signed fast. A lot of prospects will try to push the closing date back a few weeks or a few months, and our executive may be trying to reach a monthly or quarterly goal for the team. In this case, FSEs have to establish a timeline, and push the prospect to sign using a compelling event. This shows how the prospect is missing out on revenue by not having the product in place now. With the right combination of pressure and value offered, FSEs can learn to close deals sooner.

### **14. Post-Sale Relationship Management**

Many of us forget to thank customers and to continue building and maintaining the relationship after the sale. Firstly, it's important to be appreciative for the business regardless of whether the customer will buy from you again. This is just common sense and common courtesy. And those sales executive who are genuinely appreciative are the ones who typically grow professionally and become masters of their craft. Furthermore, you don't want our customers churning later and going to a competitor. Additionally, our customers can and will refer you to other customers. Finally, even ten years later you can still go back to the individual to whom you sold years ago and they may still become a customer even when both of you are in a new and different company. Relationships really matter; it's that simple. Yet some executives don't engage in post-sale with their customers. This is a key area at which I encourage all FSEs to get really disciplined.

In any organization, the sales department plays a pivotal role in the success of the business. The unique and important role of sales is to bridge the gap between the potential customer's needs and the Products/services that the organization offers that can fulfill their needs. Here are some of the key ways in which sales impact the organization's success:

### **Sales Lead Conversions**

As mentioned before, salespeople bridge the gap between customer needs and the product/service that fulfills that need. Often, salespeople are dealing with already warmed up prospects who have an existing awareness of the company through marketing and advertising efforts, and it's the job of the salesperson to close the deal by introducing further information and helping the customer make those connections.

Take for example, car sales. You typically go to a car dealership knowing you are looking for a car. The car salesperson will typically ask you questions about your personal life including size of your family, typical daily routine, etc. in order to gain insight into what you would use the car for. They can then offer information about various cars in the dealer's range that would suit your needs and guide you in making an informed decision about which car is the one for you.

Because salespeople interact directly with the potential customer, they have the advantage of being able to glean personal knowledge that will aid them in delivering their sales pitch and tailoring their offerings to their audience. This is often an attractive aspect for customers, as they may view the salesperson as the expert, which builds credibility and therefore trust.

## **Business Growth**

Sales play a key role in the building of loyalty and trust between customer and business. Trust and loyalty are the main reasons why a customer would choose to recommend your company to a friend or family member or write a great review of your product or service online.

Recommendations and reviews have always been valued by prospects and customers, as they come from a third party and the perception is that the reviews and recommendations are independent of the seller and therefore carry more credibility. In the digital age, they are extremely influential, due to the reach and power of social media and online media. During sales interactions, encouraging the customer to recommend a friend or give positive feedback can have an impact on the growth of the business through increased brand awareness and sales.

## **Customer Retention**

Selling is a personal interaction between one human and another, which is a powerful thing. Never underestimate the personal connection between two people, and the potential effect this can have on your brand's reputation.

Excellent salespeople are those that not only make the sale but create a long-lasting impact on the customer. Long term customer relationships lead to repeat custom, referrals and increase the brand's reputation by word of mouth.

One of the keys to customer retention through sales is to perform sales follow-ups. Setting up after-sales calls or meetings is a great way to maintain and build a positive relationship and gives the customer an opportunity to feedback their experience of the product or service. If the customer has a complaint or issue, it can be dealt with quickly and professionally. Too often, unhappy customers will not complain, they will simply switch their custom to another provider and won't recommend your services or products to others. It's more cost-effective to retain customers than to win new ones, so look after your existing customers well.

In conclusion, the power of sales in the continued success of an organization is not to be underestimated or under-used. Take advantage of the impact sales can have, not only on revenue but on brand reputation, long term customer retention and business growth.