

Company Name

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Your City, ST ZIP

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YOUR PLACE IN THE COMPANY: **Sales Process Manager**

YOUR LEADER: VP-Marketing and Sales

WHO YOU LEAD, TEACH AND SUPPORT: Sales Documents Technician

HOW YOU HELP THE COMPANY SUCCEED: Provide sales processes for the acquisition of customers.

MAIN RESULTS EXPECTED FROM YOU:

- Design, document and maintain a customer journey map for prospects, showing each interface in the prospect-to-customer conversion process.
- Design and regularly update printed and digital sales support documents which will enhance the prospect-to-customer conversion process.

MAIN WORK YOU DO:

- Define a prospect as a contact during which additional sales information is requested and the conversation involves a request for construction pricing information.
- Define sales process documents as printed and digital media created for the purpose of providing information regarding the company and leading to a sales conversion.
- Focus all sales processes documents on the company's Position Statement.
- Focus all sales processes documents on the company's Unique Value Proposition.
- Develop and maintain a tracking program to document the number of prospects, the number of those prospects which became customers, and the conversion percentage (Customers/Prospects).
- Ensure that the sales processes will convert at least 25% of prospects into customers during any fiscal year.

The information above represents the **minimum** expectations for this position.

Please feel free to exceed those expectations.

