



SALES FORCE JOB DESCRIPTIONS

Vice President Sales Operations 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 Vice President Sales Operations (VPSO) directs the firm's support investments in sales force effectiveness and manages functions essential to sales force productivity. These include planning, reporting, quota setting and management, sales process optimization, sales training, sales program implementation, sales compensation design and administration, and recruiting and selection of sales force talent.

The VPSO is responsible for the overall productivity and effectiveness of the sales organization. Reporting to the Senior Vice President Sales, the VPSO fosters close working relationships with internal and external stakeholders to ensure the sales organization's efficient operation and success. The VPSO may manage one or more Directors Sales Operations.

JOB RESPONSIBILITIES

- Designs, implements, and manages sales forecasting, planning, and budgeting processes. Establishes high levels of quality, accuracy, and process consistency in planning, forecasting, and budgeting approaches used by the sales organization. Ensures planning, forecasting and budgeting efforts are appropriately integrated with other planning processes employed within the firm.
- Provides leadership to the sales organization, and counsel to the Senior Vice President Sales, in implementing sales organization objectives that appropriately reflect the firm's business goals.
- Responsible for equitably assigning sales force quotas and ensuring the firm's financial objectives are optimally allocated to all sales channels and resources through the quota program.
- Accountable for the timely assignment of all sales organization objectives.
- Partners with senior sales leadership to identify opportunities for sales process improvement. Facilitates successful implementation of new programs through the sales organization by ensuring a well-defined, efficient sales process is in place for launch. Fosters an organization of continuous process improvement.
- Prioritizes investments in enabling technologies in support of sales organization productivity. Works closely with the Senior VP Sales and Chief Technology Officer to understand firm sales and

technology strategy. Recommends changes and enhancements to the company Customer Relationship Management technology platform.

- Responsible for the optimal deployment of sales personnel. Makes recommendations for changing sales roles, coverage models, or team configurations in order to maximize sales productivity. Leads a change management process to build organizational understanding of proposed changes, establish support from key leadership stakeholders, and effectively implement new deployment and job models.
- Works closely with senior sales leadership to define the optimal performance measurements and performance management programs required to ensure sales organization success. Aligns reporting, training, and incentive programs with these performance management priorities.
- Ensures sales reports and other internal intelligence is provided to the sales organization. Develops new reporting tools as needed. Coordinates with sales leadership and other stakeholders to lead efficient and accurate sales force reporting initiatives.
- Working closely with sales leadership and Human Resources, establishes a sales force training plan focused on developing and reinforcing critical sales competencies. Prioritizes training objectives for selling, sales management, and sales support roles. Oversees the delivery of field and HQ training to sales, sales management, and sales support personnel.
- Working with Human Resources and senior sales leadership, designs sales incentive compensation programs that provide market-competitive pay, reinforce sales organization strategy, and align with business and sales organization objectives.
- Oversees sales compensation plan administration. Establish sales compensation program rules, policies, and procedures. Ensures sufficient resources are assigned to adequately administer sales compensation programs. Works closely with Accounting, Finance, and Human Resources to establish rules, policies, and procedures associated with sales compensation.
- Directs and supports the consistent implementation of company initiatives.

ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achievement of firm sales, profit, and strategic objectives.
- Accountable for the on-time implementation of sales organization quotas and performance objectives.
- Accountable for the thorough implementation of sales organization-impacting initiatives.
- Responsible for the efficient allocation of technology, support, and training resources impacting the sales organization.
- Accountable for accurate and on-time reporting essential for sales organization effectiveness.
- Achievement of strategic objectives defined by company management.

ORGANIZATIONAL ALIGNMENT

- Reports to the Senior Vice President of Sales.
- Directly manages one or more Director Sales Operations.
- Directs the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed, coordinating with the appropriate management resources.
- Fosters close, cooperative relationships with peer leaders and other senior executives.

QUALIFICATIONS

- Four year college degree from an accredited institution; masters in business administration (MBA) or equivalent preferred.
- Minimum five years of sales or sales management experience in a business-to-business sales environment.
- Minimum five years in a sales operations, business planning, or sales support management role.
- Experience successfully managing analytically rigorous corporate initiatives.
- PC proficiency

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.