

# Sample Sales Performance Profile

**Position:** Account Executive

## **OVERVIEW:**

The salesperson is responsible for selling radio airtime and other station promotions (streaming audio, website, event marketing) to a customer base consisting of business owners, marketing managers and advertising agencies. The selling process is approximately 2 to 4 weeks and consists of these steps: identifying prospects, getting an appointment, building rapport, uncovering problems or opportunities, creating a written proposal, presenting the proposal, closing the sale, collections and servicing the account. A typical order consists of a monthly, quarterly or annual agreement at a price range of \$\_\_\_\_\_ to \$\_\_\_\_\_/month. The decision to buy is based upon the effectiveness of the proposal in meeting the need of the buyer and the rapport that exists.

## **EXPERIENCE:**

The salesperson needs to have at least 2 years of total experience in radio, sales or a related field. The person needs to have been exposed to selling processes consisting of prospecting, rapport building, needs analysis, proposal preparation, in-person presentations, closing and servicing accounts. Experience with interactive campaigns involving the web, email marketing and other new media is a plus. The emphasis of this position will be bringing in new long term business and servicing and growing that business. A background in related fields such as copy writing, telemarketing and customer service are appropriate. The person needs to have a track record of meeting and beating quota for similar products/services.

## **ORGANIZATION:**

*Title of Supervisor:* Sales Manager

*Primary interfaces:* Works directly with each account executive in all phases of the sales process, based upon the AEs skill level. Process moves from a direct, hands-on approach to an oversight role as skill improves. Sales Manager will facilitate a weekly one-on-one meeting with each salesperson and conduct weekly sales/training meetings with the entire department.

## **OBJECTIVES:**

**1) Achieve quota:** Within 3 months the salesperson must be able to achieve a monthly quota of 2 to 4 new long term clients each month. This consists of approximately 2-4 orders valued at \$\_\_\_\_\_ to \$\_\_\_\_\_ each. In addition, quota will be achieved by handling agency orders, event business (concerts, performances, etc) and other short term advertising.

**2) Conduct customer needs assessment:** Conduct a formal review of each customer's needs in the areas of problems and opportunities. The review consists of an in-depth face to face meeting where rapport building begins and knowledge of the business and its needs are gained. The person is expected to be capable of this within 30 days.

**3) *Develop new leads every month:*** Using cold calling, networking and referrals, develop new solid prospects per week. A prospect is a customer who is in a decision-making capacity, has a business compatible with our format, and is willing to say “no.” Lead generation should represent approximately 50 – 75% of the person’s initial efforts, and be scaled back as necessary in the second and subsequent years. The salesperson will spend a minimum of 2 hours one morning each week in telephone calls securing appointments with prospects. It is expected that the AE will contact \_\_\_\_ leads per week and secure \_\_\_\_ appointments.

**4) *Face to Face Meetings:*** It is expected the salesperson will make a minimum of \_\_\_\_ face to face meetings per week via pre-set appointments. The meetings can be a combination of CNA and Presentations. Customer Service calls (unless they are a direct upsell opportunity) would be in addition to these \_\_\_\_ face to face meetings.

**5) *Prepare proposals:*** Within 30 days the salesperson will be preparing and presenting complex proposals to customers. These proposals are based on a comprehensive needs-analysis combined with thorough knowledge of our products/services.

**6) *Make in-house presentations:*** Within 30 days of completion of training, the salesperson must be able to make formal presentations based on the client’s needs. These presentations consist of a review of the initial meeting, information on radio and the station(s), how advertising works, a specific marketing plan based on knowledge of all station advertising opportunities, and how branding works.

**7) *Provide customer service:*** Conduct on-going programs with existing customers consisting of reviewing current advertising schedule, making appropriate copy changes, looking for new business opportunities and collections. The goal of these is to maintain and expand sales to these customers. Success in this area is measured by: long term retention, same client increases and regular copy changes (every 4 to 6 weeks).

**8) *Review existing selling process:*** Within the first 6 weeks conduct a complete review of each phase of the selling process. This needs to be documented with each step evaluated for effectiveness. Present a series of recommendations to improve within 30 days.

**9) *Matrix:*** Formal updates are expected on a weekly basis regarding the status of all accounts. Updates consist of information entered into the Customer Relationship Management software regarding appointments, presentations and projections. Evaluations will be conducted as needed, specifically focused in the areas of prospecting, presentations, closing, paperwork, follow-up/service and teamwork.