

## EXAMPLE – PROFILES, OBJECTIVES, SKILLS &amp; ATTRIBUTES

## Sales

## EXAMPLE 1

**OBJECTIVE**

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I am seeking a senior Sales Management role that will fully utilise my success and expertise in leading, guiding and motivating large teams and creating sales force effectiveness in the B2B market. Such a position could be with an established 'icon' organisation or equally well with an emerging and dynamic business that embraces change and innovation.

**SKILLS & ATTRIBUTES**

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- Genuine strength in creating sales force effectiveness and efficiencies with large national teams of up to 1,000, even in times of significant organisational change
- Consistent delivery on plan, regularly exceeding expectations and revenue targets in outbound telephone sales, face to face, key accounts
- Outstanding success in understanding the SME market to optimise sales
- Demonstrated capacity to drive accountability throughout the sales organisation, to foster a robust culture, centered on outcomes and commercial excellence
- A proven ability to liaise, negotiate and influence across the organisation to share a single vision of success, and maintain effectiveness in a rapidly changing environment
- High level operational experience in creating a solid foundation for sales function success, including strategy, workforce planning and remuneration / incentive planning
- Proven capacity to forecast and effectively manage operational budgets in excess of \$100m OPEX and \$30m CAPEX