

STS-KEMET

SEOS Sales Enablement & Operations Services

Sales enablement and operations:

Sales on-boarding! An underrated topic that has important consequences, and yet dealt with lightly.

First impressions are important for both parties in any form of relationships. In sales jobs, on-boarding makes a great difference in reducing new sales professionals ramp up time (time to full productivity).

Unfortunately, it is not taking enough attention and ends up only in assigning the newly hired sales rep to a more experienced member of the team (peer shadowing).

This results in the new hire copying the style of his peer, especially if the new hire is a new comer to the sales profession. Peer shadowing is a part of sales on-boarding, but it should be done within a program that is divided into:

- Before joining the company
- The first 30, 60, and 90 days

Onboarding includes the following areas:

1. Administrative
2. Company information
3. Products and services
4. Sales position
5. The customer
6. Support

Sales operations responsibilities include:

1. Evaluation of Sales Methods
2. Planning and supervising;
 - I. Sales training
 - II. Market intelligence training
 - III. Product training
1. Sales enablement
 - I. Hiring & on-boarding (with HR)
2. Sales mentoring
3. Metrics Analysis
4. Predictive forecasting
5. Compensation structure
6. Territory design and alignment
7. Vendor management
8. CRM management
9. Time management
10. Competition analysis

Back office responsibilities include:

- Pricing administration
- Contract administration
- Compensation administration
- Channel partners' communication
- Territory and quota administration
- Internal company communication