



# SALES MANAGER Interim

An experienced Sales Executive will assume an interim Sales Manager position in your company and will implement and execute the strategic objectives as outlined by your corporate executives. We bring top-of-the line talent on a temporary basis to solve your sales operations problems and leave you with an efficient and effective sales organization firmly grounded on best practices.

## Service Delivery Methodology

To establish the baseline data, we work closely with senior management and key executives to review the operational plan for Sales. If a GAP analysis was not previously done, this would typically be executed and would determine the processes, procedures, and skills necessary to meet and/or exceed the corporate objectives for the Sales Operation. If sufficient validated data exists, then a full review of the current operation, and comparison to anticipated performance levels will be conducted. During the data-gathering phase, the Connexia Group focuses on the following critical areas:

### Current & Desired Performance Environment

- Business Environment and Needs
- Product/Service Offerings
- Market position
- Core Competencies/Key Values Delivered
- Target Markets
- Sales Performance & Analysis
- Desired level of performance and skills required

## Interim Sales Manager Deliverables

The Interim Sales Manager will be responsible for delivering services as determined by corporate executives. These tasks will typically include (but are not limited to) the following:

### Key Deliverables

- Oversight & Management of Sales Operation
- Develop and Document the Optimum Selling Process
- Develop working interface to Marketing and Lead Generation Activities
- Sales Executive and Management Skills training as needed
- Sales Ratios & Win/Loss Analysis
- Key Accounts Direct Sales
- Sales Candidate Interview & Selection