

Special Management Series

The Sales Manager Job Description Template That Will Help You Find the Perfect Candidate

**This is a series of Training for your
Management TEAM**

Presented by J.W. Owens



**A Management
Perspective 303 Series**



Management – JWO 309

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Sales manager job description

- Sales managers are responsible for helping their reps meet individual quota, getting the team to hit quota, forecasting sales and running sales reports, providing mentorship and training, recruiting, hiring, and onboarding new salespeople, and more.
- Great news: It's time to hire a sales manager for your team. But before you can start interviewing candidates, you need to draw them in with a well-written, accurate, compelling job description that describes the role, the necessary qualifications and experience, and your culture.

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Sales manager responsibilities

- Hit quota
- Mentor and train sales reps
- Recruit, hire, and onboard new salespeople
- Create sales forecasts
- Analyze performance data
- Design and implement sales strategy
- Continuously iterate on sales process
- In this section, describe the objectives and tasks you expect the sales manager to successfully complete on a weekly or monthly basis.
- A more interesting -- and often more comprehensive -- way to do this beyond the typical bulleted list? Describe a “week in the life of” your sales manager.
- Here’s an example.
- In a typical week at [company], here are some of the things you’ll do:
- Get coffee with a new salesperson to talk about how they’re doing
- Have a meeting with Product to share customer feedback and discuss the product roadmap
- Present quarterly sales performance to the executives
- Have a team huddle to announce new contest
- And so on.

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Sales Manager Requirements

- Separate qualifications into “required” and “desired.” Companies tend to view job descriptions as wishlists, while candidates see them as “must haves.” Noting which credentials aren’t mandatory increases the odds someone who’s 90% perfect will apply.
- Try to steer clear of bland, generic phrases in this section. Who doesn’t describe themselves as a hard worker or goal-oriented? Being more specific makes your job description stand out; plus, the right personalities will find you more easily. For instance, you might write, “We’re looking for someone who’s comfortable joking around with their team while maintaining professional boundaries.”

Other details to include in the job description:

- Type of sales: Inside versus field
- Market: SMB, mid-market, enterprise, Fortune 1000, Fortune 500
- Industry: Healthcare, tech, hospitality, education, etc.
- Region: West coast, Latin America, Midwest, etc.
- Company mission, culture, and perks
- The traditional job description opens with a one- or two-paragraph description of the company: Its purpose, values, accolades, and/or the career advantages of working there.

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Job descriptions usually *end* with a short summary of perks and benefits, such as:

- Cold brew on tap
- Fresh fruit delivered every morning
- Unlimited vacation
- Monthly company happy hours
- Lots of wearable swag
- Cold brew on tap
- Fresh fruit delivered every morning
- Unlimited vacation
- Monthly company happy hours
- Lots of wearable swag
- (Can you tell this fictional company is a startup?)

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Following the standard format is fine, but I recommend combining the “key facts about our company” with the perks and benefits section into one. This should appear last in the job description.

Here’s an example:

- *Rainy Day is on a mission to make personal finance fun and easy for students and new grads. We believe in working hard, prioritizing the customer, getting profitable without VC funding, and giving back to our local community.*
- *Working at Rainy Day comes with lots of perks. In addition to full medical and dental, we also provide:*
- *Cold brew on tap*
- *Fresh fruit delivered every morning*
- *Unlimited vacation*
- *Monthly company happy hours*
- *Lots of wearable swag*

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Sales Manager Job Description Template

- [Company] is looking for an experienced sales manager with experience in [X industry].

As our sales manager, you will:

- Set a vision for the team
- Provide a process
- Coach your salespeople to use the process and achieve the vision

On a weekly basis, you will:

- Meet with reps to provide feedback, support, and training
- Accurately forecast on a weekly and monthly cadence to meet and exceed quotas
- Track sales team metrics and report data to leadership on regular basis
- Lead weekly and/or monthly meetings with sales team and leadership
- Implement performance plans
- Develop sales contests and incentives to drive performance
- Manage day-to-day performance of sales reps and deliver reviews

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Required qualifications:

- X+ years of management experience
- X+ years of direct sales experience
- Familiarity with [X type of sales process]
- Excellent coaching skills; ability to observe, evaluate, and give meaningful feedback
- Strong analytical skills

Desired qualifications:

- Familiarity with [X CRM]
- Understanding of [industry/vertical]
- [Existing relationships/strong network] in [industry/vertical]
- Sales Manager Job Description Example

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Sales Manager Job Description Example

Here's an example of a real sales manager job description at HubSpot.

The Essential Traits Every Sales Manager Needs

- Sales manager skills
- Analysis skills
- Strategic planning abilities
- Strong communication skills
- Collaboration and motivation skills
- Delegation skills
- Ability to remain calm under pressure
- Good people skills
- Great sales managers check the majority -- if not all -- of these boxes.

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- **Analytical:** Sales managers need to review data, see what's relevant, draw meaningful conclusions, and find actionable takeaways.
- **Thoughtful and strategic:** Once they've gathered the evidence, they need to identify next steps. Most decisions involve making tradeoffs.
- **Communication:** Sales managers must deliver information efficiently and accurately to the right people, at the right time, using the right medium.
- **Reliable:** They get the job done on time, most (or every) time. Upper management has total trust in their word.
- **Creative:** When sales managers need to find a non-obvious answer, they will.
- **Collaborative:** They should be good at working with others -- from their fellow managers to other department leaders.
- **Smart:** Rather than trying to do everything themselves, sales managers know when to delegate.
- **Inspired and enthusiastic:** To keep their reps on-track and motivated, sales managers demonstrate genuine passion for their team's mission.
- **Calm under pressure:** This role is highly challenging and always changing. Sales managers must be able to cope with the daily stresses.

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Hiring sales managers is an art -- and almost as important as making your first sales hire. Source a great one, and you'll be well on your way to building a high-performing sales team.

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Good Selling !



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