



How to Build a High-Performing Sales Team

Every thriving sales team begins with a vision. What are your growth aspirations? What kind of sales culture do you want to cultivate? Understanding this will help you define the essential roles you need.



Common Sales Roles and Their Goals

Sales Development Representative (SDR) / Business Development Representative (BDR)

Focused on initial market engagement and lead generation.

Persona

Driven, persistent, excellent communicator, organized, adaptable.

Goal

Identify and qualify prospective clients; consistently exceed their meeting booking quota.

Sales Representative

Focused on qualifying opportunities, presenting solutions and convincing prospects of their value.

Persona

Strong relationship builder, product knowledgeable, negotiator.

Goal

Close deals, achieve sales targets and help customers solve problems.

Account Executive (AE)

Responsible for the conversion of qualified prospects into clientele.

Persona

Customer-centric, excellent listener, growth-oriented.

Goal:

Secure profitable sales agreements, build long-term relationships.

Key Account Manager (KAM)

Dedicated to the cultivation of strategic client relationships.

Persona:

Strategic thinker, results-oriented, relationship manager at scale.

Goal:

Enhance client retention, drive significant growth, and revenue expansion within key accounts.

Sales Manager

Charged with team leadership, guidance, and performance optimization.

Persona:

Excels at motivating, mentoring, and strategically developing the team.

Goal:

Facilitate the achievement of team targets with performance management and analytic skills.

Director of Sales/VP of Sales

Responsible for the strategic direction and organizational development of the sales function.

Persona:

Visionary, strategic thinker, exhibits financial acumen, influencer.

Goal:

Formulate and execute long-term sales strategies.

Sales Operations

Focused on process optimization and provision of enabling resources.

Persona:

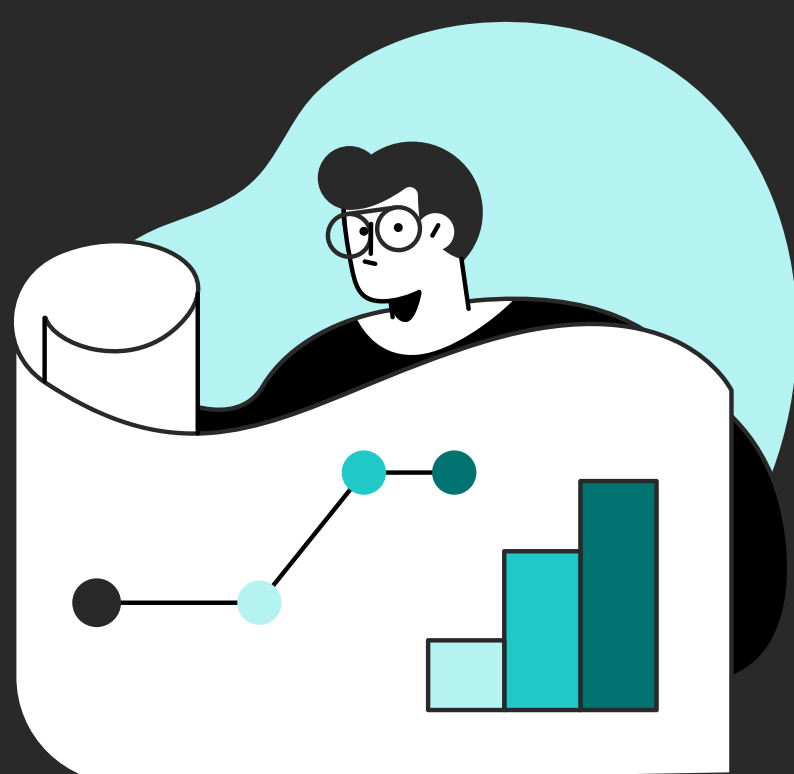
Analytical, data-driven, technically capable, good communicator.

Goal:

Enhance sales efficiency and productivity by providing valuable insights and data accuracy.

Overarching Goals for a High-Performing Sales Team

- Consistent Revenue Growth
- Customer Acquisition
- Customer Retention and Loyalty
- Increased Market Share
- Profitability
- Continuous Improvement
- Strong Team Culture



Key Considerations for Defining Roles and Goals

- Business Size and Structure
- Industry and Target Market
- Sales Process Alignment
- Measurable Metrics (SMART Goals, Pipeline Management)
- Clear Communication and Role Clarity

Are you prepared to build a successful sales team? Empower your salesforce with the right roles, clear goals, and a strong vision. Take the first step today.

Build Your A-Team and Achieve Epic Wins



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