



Business Operations – Sales Coordinator Competencies

Required Competencies

Goal Orientation

Demonstrates a strong desire to achieve; focused on the end goal and has a plan for achieving those goals.

Sales Process

Demonstrates knowledge of the sales cycle and the alignment between the organization's sales process and meeting customers' expectations.

Customer Rapport

Understands the importance of creating emotional engagement with customers.

Business Acumen

Possesses general business skills, views their customers from an executive lens, and understands basic financial and legal terms.

Sales Data Management

Leverages technology to capture relevant data, log activities, and prioritize outbound activities.

Cross-Functional Communication

Understands the roles and functions of various teams or departments and communicates effectively to ensure that teams are aligned in meeting the customer's expectations.

Prospecting

Populates the pipeline full of potential new customers for new business.

Optional Competencies

Presentation Skills

Contributes to sales presentations which capture the attention of a prospect with meaningful insights and demonstrate value by showing how to solve the client's problems.

Client Intelligence

Gathers and analyzes information regarding clients to inform the sales process.

Social Selling

Effectively uses social media to interact directly with prospects and for lead generation.

Cross-selling

Identifies opportunities for revenue expansion with a customer.

Qualifying Leads

Identifies a potential lead through research and qualifying questions.