

Business Operations – Sales Coordinator Competencies

Required Competencies	
Goal Orientation	<i>Demonstrates a strong desire to achieve; focused on the end goal and has a plan for achieving those goals.</i>
Sales Process	<i>Demonstrates knowledge of the sales cycle and the alignment between the organization's sales process and meeting customers' expectations.</i>
Customer Rapport	<i>Understands the importance of creating emotional engagement with customers.</i>
Business Acumen	<i>Possesses general business skills, views their customers from an executive lens, and understands basic financial and legal terms.</i>
Sales Data Management	<i>Leverages technology to capture relevant data, log activities, and prioritize outbound activities.</i>
Cross-Functional Communication	<i>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.</i>
Prospecting	<i>Populates the pipeline full of potential new customers for new business.</i>
Optional Competencies	
Presentation Skills	<i>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.</i>
Client Intelligence	<i>Gathers and analyzes information regarding clients to inform the sales process.</i>
Social Selling	<i>Effectively uses social media to interact directly with prospects and for lead generation.</i>
Cross-selling	<i>Identifies opportunities for revenue expansion with a customer.</i>
Qualifying Leads	<i>Identifies a potential lead through research and qualifying questions.</i>