**Company Name**



Street Address

Your City, ST ZIP

**YOUR PLACE IN THE COMPANY:** **Sales Process Manager**

**YOUR LEADER:** VP-Marketing and Sales

**WHO YOU LEAD, TEACH AND SUPPORT:** Sales Documents Technician

**HOW YOU HELP THE COMPANY SUCCEED:** Provide sales processes for the acquisition of customers.

**MAIN RESULTS EXPECTED FROM YOU:**

* Design, document and maintain a customer journey map for prospects, showing each interface in the prospect-to-customer conversion process.
* Design and regularly update printed and digital sales support documents which will enhance the prospect-to-customer conversion process.

**MAIN WORK YOU DO:**

* Define a prospect as a contact during which additional sales information is requested and the conversation involves a request for construction pricing information.
* Define sales process documents as printed and digital media created for the purpose of providing information regarding the company and leading to a sales conversion.
* Focus all sales processes documents on the company’s Position Statement.
* Focus all sales processes documents on the company’s Unique Value Proposition.
* Develop and maintain a tracking program to document the number of prospects, the number of those prospects which became customers, and the conversion percentage (Customers/Prospects).
* Ensure that the sales processes will convert at least 25% of prospects into customers during any fiscal year.

The information above represents the **minimum** expectations for this position.

Please feel free to exceed those expectations.