

Sales Operations Manager Job Description

Duties and Responsibilities:

- Establish hiring practices and criteria for recruiting sales representatives to ensure high performing individuals are selected
- Communicate regularly with sales reps to convey information useful in achieving set objectives
- Manage sales incentive program to ensure sales achievements are recognized through career progression or monetary accolade
- Provide salespersons with tools, scripts, and other relevant content guide their interaction with a prospective client
- Monitor the overall performance of sales to ensure seamless operations through quick processing of transactions
- Utilize CRM tools in managing business transactions with various clients
- Carry out assessments to identify and eliminate efficiency limiting and time-consuming factors
- Review sales records and develop action plans to increase sales figures
- Contact clients to offer them business proposals or close sales deals
- Conduct research on appropriate strategies for increasing sales and customer base
- Prepare and present periodic sales reports to company management to provide information useful in taking key business decisions
- Follow-up on marketing leads in order to secure and capture potential sales opportunities
- Develop and implement solutions effective for improving sales efficiency and performance
- Conduct forecast to detect emerging market trends with potential sales opportunities.

Sales Operations Manager Requirements – Skills, Knowledge, and Abilities

- Education and Training: To become a sales operation manager, you require a Bachelor's degree in business administration, finance, marketing, or in a related discipline. Some employer's may require that applicants for the job have a Master's degree in order to occupy upper sales management positions
- Analytical Skills: Sales operations managers are able to conduct research and analysis to come up with techniques for improved sales
- Leadership Skills: They are well versed in coordinating a team of salespersons to achieve set sales objectives
- Planning Skills: They are proficient in organizing sales operations to ensure smooth performance
- Pre-employment tests: Some employers may require you take a test, including leadership and aptitude tests, to prove that you have the needed skills to be effective in this role. See more information about [Job Assessment Tests](#) and how to make top scores in them.