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.*