

1. Core requirement:

Generate maximum revenue in a profitable manner.

2. Required activities:

A. Turn shoppers into buyers by achieving the following key performance metrics:

1. A monthly closing percentage of X%.
2. A monthly average sale of \$X.
3. Monthly sales of at least \$X.
4. A monthly [insert other metric here] of \$X
5. Maximize sales to former customers by engaging them proactively in discussion about their possible needs.

B. Generate a minimum of X self-generated leads per month.

C. Contribute to company marketing efforts by participating in [insert marketing initiative] and other events as scheduled.

D. [List other key activities here.]

E. Administrative and Miscellaneous:

1. Follow company operations policies and standards.
2. Return phone calls and e-mails within one business day.
3. Help make XYZ Company a better company.
4. Phone the sales manager at the end of every day with a summary of the day's activity.
5. Contribute to making XYZ Company a fun place to work.

3. Key Attributes

- A. Sales skills: Uses sales skills to maximize all selling opportunities.
- B. Self-managed: Successfully manages time and priorities; can succeed with the freedom this position allows.
- C. Achievement-oriented: Goal-oriented; motivated by opportunities to increase income; high energy; accountable; self-motivated.
- D. Persuasive: Able to provide a convincing argument for point-of-view, succeeds in getting others to follow.
- E. Optimistic: Thinks positively; overcomes obstacles; bounces back from failures quickly; expects success.
- F. Assertive: Asks the prospect to purchase; is tenacious; is able to say "no" to a customer when necessary; takes the lead.
- G. Coachable: Committed to improving sales skills; takes direction well; desire to improve; willingness to have ongoing dialog about skill improvement
- H. Likeable: Good with people; flexible; fun; diplomatic; patient, appealing to customers & others.
- I. Precise: Accurate; detail-oriented; minimizes errors; able to do paperwork accurately for extended periods;
- J. Service-oriented: Committed to helping internal and external customers.
- K. Team mindset: Able to successfully interact with other XYZ's departments and management.