



ROLE DESCRIPTION

The Chief Sales Officer (CSO) takes charge of your company's sales department, steering it towards achieving revenue and sales growth objectives.

Their main focus is on sealing deals, which involves overseeing various aspects, including sales team training, daily operations, and customer relationship management (CRM).

With exceptional sales skills the CSO will also demonstrate astute business acumen to navigate organisational complexities and market challenges, ultimately driving favourable outcomes for your bottom line.

OBJECTIVES

- Sales Strategy and Planning: to execute the sales strategy, aligning it with the overall business objectives and revenue targets
- Revenue Generation through driving revenue growth by identifying and pursuing new business opportunities, developing sales pipelines, and ensuring the achievement of sales targets
- Sales Operations overseeing the operational aspects of the sales function, including sales processes, methodologies, and systems
- Alignment between sales and other departments, such as marketing, finance, and operations
- Sales Forecasting and Reporting using CRM data and analytics to forecast sales, track progress against targets, and provide regular reports to the executive team

RESPONSIBILITIES

- The CSO leads revenue forecasting by conducting thorough assessments of sales effectiveness
- Analyse various factors influencing sales, such as business tactics, pricing, sales strategies, and competitor activities
- The CSO is responsible for developing and executing sales strategies based on sales data gathered from CRM
- They use this valuable information to forecast sales performance and set sales targets
- Optimising sales processes to improve conversion rates of inbound leads into customers
- The CSO's responsibilities related to designing a sound organisational structure and a well-defined territory and account management plan are discussed.

Chief Sales Officer