

Sales Lead Job Description template

Sales Lead Job Description Template/Brief

As a sales lead, you will be responsible for managing and developing a sales team to drive growth and achieve targets. You will be required to have excellent people management skills as well as experience in sales, preferably within the tech industry. In addition, you will need to be able to work independently and be comfortable with change and ambiguity.

Sales Lead Job Profile

A Sales Lead is responsible for generating new business opportunities and managing the sales process from initial contact through to close. They play a vital role in developing relationships with potential customers, understanding their needs and advising them on the most suitable products and services. In order to be successful in this role, Sales Leads must be excellent communicators with strong negotiation skills. They must also be able to work independently and be self-motivated.

Reports To

Sales Manager

Sales Lead Responsibilities

- Generate new business opportunities through market research, networking and lead generation
- Manage the sales process from initial contact through to close
- Develop relationships with potential customers and advise them on the most suitable products and services
- Negotiate with customers and close sales
- Achieve targets and KPIs
- Monitor competitor activity
- Manage and develop a sales team to drive growth and achieve targets
- Monitor sales performance against targets and take corrective action where necessary
- Prepare sales reports and forecasts
- Train and coach team members on selling techniques
- Handle customer queries and complaints

Sales Lead Requirements & Skills

- Excellent people management skills
- Experience in sales, preferably within the tech industry
- Ability to work independently and handle change and ambiguity
- Strong communication and interpersonal skills
- Analytical and problem-solving ability
- Multitasking and time management ability