

# ABC Company – VP, Sales Accountabilities

Accountability	Priority	Percent Time	Success Factors
<b>Talent Management</b> <ul style="list-style-type: none"> <li>• Coach/Develop/Mentor</li> <li>• Build team and bench</li> <li>• Conduct regular one-on-ones</li> <li>• Development and succession plans for direct reports</li> <li>• Conduct quarterly performance reviews</li> <li>• Ride-alongs with direct reports</li> <li>• Personal development</li> </ul>	1	30%	<ul style="list-style-type: none"> <li>• Demonstrated positive team interactions</li> <li>• Team member goals met</li> <li>• Team members demonstrate core values</li> <li>• Zero avoidable turnover of "A" players</li> <li>• Demonstrated team member growth</li> <li>• Quarterly reviews conducted and documented timely</li> <li>• Successful new hires; become "A" players</li> <li>• Personal development plan achieved</li> </ul>
<b>Sales Management</b> <ul style="list-style-type: none"> <li>• Develop and implement (teach) sales process</li> <li>• Problem solve sales issues</li> <li>• Create and develop sales channels</li> <li>• Strategic sales planning</li> <li>• Support sales team (remove obstacles, provide resources)</li> <li>• Develop prospect plans and strategies</li> </ul>	2	25%	<ul style="list-style-type: none"> <li>• Develop sales strategy plan</li> <li>• Increase consulting to 401k sales ratio</li> <li>• Achieve sales goals</li> <li>• Incentive plans aligned with strategic sales plan</li> </ul>
<b>Marketing Management</b> <ul style="list-style-type: none"> <li>• Manage messages; strategies</li> <li>• COI management</li> <li>• Nurture leads; getting leads sales ready</li> <li>• Identify new partners</li> <li>• Support marketing team (remove obstacles, provide resources)</li> </ul>	3	20%	<ul style="list-style-type: none"> <li>• Develop marketing plans</li> <li>• Lead targets achieved</li> <li>• COI lead targets achieved</li> <li>• Demonstrated client and internal message awareness</li> </ul>
<b>Customer Retention Management</b> <ul style="list-style-type: none"> <li>• Support CRM team (remove obstacles, provide resources)</li> <li>• Select client ownership</li> <li>• Develop retention plans and strategies</li> <li>• Oversee processes</li> <li>• Vendor/Partner Program management</li> </ul>	4	15%	<ul style="list-style-type: none"> <li>• Increased clients' view of FOF as "partners"</li> <li>• Client retention plans in place</li> <li>• Measured success in Partner Program</li> </ul>
<b>Executive and General Administrative Activities</b> <ul style="list-style-type: none"> <li>• Budgeting</li> <li>• Business strategic planning</li> <li>• Work with peers and departments</li> <li>• Coordinate group activity</li> <li>• Executive/management team member</li> <li>• Executive team rock ownership</li> <li>• Work with CRM system (Net Suite)</li> <li>• Coordinate activity and KPI reports</li> </ul>	5	10%	<ul style="list-style-type: none"> <li>• Positive team member feedback</li> <li>• Positive management feedback</li> <li>• Expenses within budget</li> <li>• Reports meaningful, timely, and accurate</li> </ul>

