

McQuaig Job Analysis™ – Sales

The purpose of this document is to get you thinking of the key aspects of the sales role prior to completing a Job Survey.

- 1) Will the majority of the sales person's time be spent:
 - A. building new business
 - B. servicing existing accounts

- 2) Is the sale:
 - A. a one-time sale
 - B. a repeat sale

- 3) What are the expectations of the salesperson with respect to prospecting?
 - A. most leads are generated by the sales person
 - B. most leads are provided by the company

- 4) Is your product:
 - A. new to the market or not well-known
 - B. a well-known brand to your buyers

- 5) In contrast to the competition, the product is priced:
 - A. higher than the competition
 - B. equal to or lower than the competition

- 6) The sales person required to:
 - A. build a solution
 - B. sell an off-the-shelf solution

- 7) How would you define the support provided to your sales people?
 - A. they are on their own
 - B. they receive support in the field

- 8) How closely will the sales person be managed?
 - A. the sales manager is a distant observer of performance
 - B. the sales manager is a hands-on coach

- 9) How structured is the selling process?
 - A. it is unstructured with the sales person needing to use instinct and natural ability to sell
 - B. it is quite structured and well-defined

- 10) The salesperson is expected to work:
 - A. outside of the office
 - B. inside the office

Count up the number of A's and B's. If there are five or more A's the Job Profile will most likely fall into the following categories: Generalist, Persuader, Pioneer.

**The Job Analysis questions are a modification of material created by Lee B. Salz, President of Sales Dodo, LLC.*