

Sales Operations – Sales Operations Analyst

Job Overview

Sales operations refers to the administrative, reporting and 'business' activities and processes within a sales organization that support, enable, and drive sales function effectively. While many Sales Operations roles are generalist, here's a link to an article about what Sales Operations really is: <https://www.tenfold.com/what-is/sales-operations-all-you-need-to-know>

Sample responsibilities can include:

Sales Operations

- Develop overall Sales Operations strategy, planning, direction, and development of integrated processes
- Work cross functionally with internal stakeholders (Marketing, Business Operations, Executive Leadership) to achieve department and company objectives
- Support Sales leadership in development of field communications, special programs such as incentives and organization of Field Sales meetings

Sales Reporting & Analytics

- Develop and implement analyses that identify drivers behind sales performance KPIs, including sales trends, market share and customer target plans including segment and priorities
- Build and provide timely, accurate analysis/reports of sales data to assist in market understanding and aid business decision making
- Monitor and track field force impact on Incentive Compensation and adherence to Call plan through regular reporting

Incentive Compensation

- Create field Sales incentive compensation plan, implement, and monitor plan performance metrics, and make recommendations to Sales on any plan deviations
- In partnership with Sales, develop objective field sales goals / Management By Objectives on a regular basis aligned with brand/company strategies

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Sizing, Targeting & Deployment

- Identify key target universe and potential segmentation by prescribing potential
- Develop sales force structure and optimal territory alignments to increase operational efficiency and sales potential
- Implement processes to ensure all accounts are aligned correctly on a regular basis

Business Systems & Data Management

- Oversee Sales Force Analytics (SFA) and Customer Relationship Management (CRM) system implementation, ongoing enhancements, maintenance, quality control, reporting, and training
- Oversee management and maintenance of centralized data warehouse, as well as identification and integration of data feeds across company platforms
- Lead implementation for field sales devices and software

Typical Annual Compensation Range

Wages for workers in the same occupation and position can vary drastically from one state to another. Salaries in large urban areas are often higher than shown below. Here is the typical compensation range for this role in the United States:

Sales Operations Analyst: \$40,000 - \$150,000

https://www.glassdoor.com/Salaries/us-sales-operations-analyst-salary-SRCH_IL.0,2_IN1_KO3,27.htm?clickSource=searchBtn

Sales Operations Manager: \$60,000 - \$225,000

https://www.glassdoor.com/Salaries/us-sales-operations-manager-salary-SRCH_IL.0,2_IN1_KO3,27.htm?clickSource=searchBtn

Sales Operations Director: \$100,000 - \$275,000

https://www.glassdoor.com/Salaries/us-sales-operations-director-salary-SRCH_IL.0,2_IN1_KO3,28.htm?clickSource=searchBtn

Job Availability Score

On a scale of 1 to 10 (with 1 indicating there are relatively few of these jobs available, 5 indicating there is an average number of job openings, and 10 indicating there are far more job openings than the typical job): 6

Additional Information

You can use this link to review sample job advertisements:

<https://newcareerbootcamp.com/job-posts/sales-operations/>

Primary Job Search Phrases

See “How to Research Job Ideas” for detailed information on how to use the phrases below to learn this type of work and advancement opportunities, as well as modify the phrases to explore roles that leverage your skills/knowledge and align with areas of personal interest.

title:sales title:operations

title:sales title:operations title: analyst

title:sales title:operations title: manager

title:sales title:operations title: director

Search Phrases to Find Roles with More & Less Experience

For suggestions on how to explore job titles at your level, as well as more senior roles that you could grow into, see “How to Explore Job Ideas at Different Seniority Levels” in the “Explanation of Fields on Career Summary Profiles” chapter.

Potentially Helpful Education / Certifications

To become a Sales Operations professional, the following degrees, certifications, or courses would be useful:

- A Bachelor's degree in business administration, sales, marketing, or a related field. This will provide a strong foundation in business principles, sales techniques, marketing strategies, and other relevant skills.
- A Sales Operations certification, such as the Certified Sales Operations Professional (CSOP) or the Sales Operations Institute (SOI) certification. These certifications will give you a more in-depth understanding of sales operations best practices and techniques.
- Customer Relationship Management (CRM) software training, such as Salesforce or Microsoft Dynamics. Sales Operations Managers work heavily with CRM systems, so a solid understanding of these platforms is essential.
- Data analysis and reporting courses, such as Excel, SQL, or Tableau. Sales Operations Managers rely heavily on data analysis to make decisions, so a strong understanding of data analysis tools and techniques is essential.

See “How to investigate certificates, education, and training options” for this role.