

ABC Company – VP, Sales Accountabilities

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

