Category

Commercial Excellence

Commercial Excellence Talent Profile & Role Design Playbook

Hiring and designing commercial roles around what the role genuinely requires, not a generic sales profile

- Executive
- Intermediate
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- Administrator
- 10 August 2024
- 3 minute(s)

Overview

A framework for commercial excellence talent profile and role design — defining genuine role-specific talent profiles based on what each commercial role actually requires, avoiding the common mistake of applying a generic 'good salesperson' profile uniformly across roles with genuinely different skill and trait requirements.

Isn't there a fairly universal profile of traits that make someone

a "good salesperson" across different commercial roles? Not as universally as commonly assumed — different commercial roles (SDR, enterprise account executive, customer success) genuinely require different skill and trait profiles, and applying a generic "good salesperson" profile uniformly misses these genuine role-specific requirement differences.

What's the risk of using a generic talent profile across

genuinely different commercial roles? Hiring people who succeed in one commercial role type into a genuinely different role where the required skills and traits don't match, producing higher turnover and lower performance than role- specific profile design would achieve.

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