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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
- Template Included

- 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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skill and trait profiles, and applying a generic \"good\\nsalesperson\" profile uniformly misses these genuine role-specific\\nrequirement differences.\" } }, { \"@type\": \"Question\", \"name\": \"What's the risk of using a generic talent profile across\", \"acceptedAnswer\": { \"@type\": \"Answer\", \"text\": \"genuinely different commercial roles?\\nHiring people who succeed in one commercial role type into a\\ngenuinely different role where the required skills and traits don't\\nmatch, producing higher turnover and lower performance than role-\\nspecific profile design would achieve.\" } }] }

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