



Get The Inside Scoop On The Top Inside Sales Rep.

By Jennifer C. Zamecki



Inside Sales Representative possess a list of key skills and personal characteristics needed for the job, Well-Run Concepts understands these areas and have done the research. Let's explore what the key attributes, motivators and behaviors would look like for a successful Inside Sales Representative in an organization.

Whether you are searching for your next hire or a new career, Well-Run Concepts used a comprehensive, validated, step-by-step process, Job Matching system to determine what is needed for top performance.

Attributes tells us if an individual can do the job by looking at what personal skills or competencies are needed in the job of Inside Sales Representative.

The Top Seven Attributes are:

Customer Focus

Anticipating, meeting and/or exceeding customer needs, wants and expectations is important for an attentive Inside Sales Representative.

- Strives to anticipate, identify and understand customers' wants, needs and concerns.
- Responds to customers with a sense of urgency.
- Follows through on customer requests.
- Resolves issues and complaints to the satisfaction of customers.
- Partners with customers to assist them in achieving their objectives.
- Acts as an advocate for customers' needs.

Self-Management

An independent Inside Sales Representative has the ability to prioritize and complete tasks in order

to deliver desired outcomes within allotted time frames.

- independently pursue business objectives in an organized and efficient manner.
- prioritize activities as necessary to meet job responsibilities.
- maintain required level of activity toward achieving goals without direct supervision.

Personal Accountability

A trustworthy Inside Sales Representative will have the capacity to be answerable for personal actions.

- accept personal responsibility for the consequences of personal actions.
- avoid placing unnecessary blame on others.
- maintain personal commitment to objectives regardless of the success or failure of personal decisions.
- apply personal lessons learned from past failures to move forward in achieving future successes.

Interpersonal Skills

A Inside Sales Representative must be effective communicators, building rapport and relating well to all kinds of people.

- Strives for self-awareness.
- Demonstrates sincere interest in others.
- Treats all people with respect, courtesy and consideration.
- Listens, observes and strives to gain understanding of others.
- Communicates effectively.
- Sensitive to diversity issues.
- Develops and maintains relationships with many different kinds of people regardless of cultural differences.

Results Orientation

A measurable Inside Sales Representative has the ability to identify actions necessary to complete tasks and obtain results.

- maintain focus on goals.
- identify and acts on removing potential obstacles to successful goal attainment.
- implement thorough and effective plans and apply appropriate

resources to produce results.

Teamwork

Working effectively and productively with others are attributes of a top notch Inside Sales Representative.

- Makes team mission and objectives a priority.
- Works toward consensus when team decisions are required.
- Meets agreed-upon deadlines on team assignments and commitments.
- Keeps team members informed regarding projects.
- Provides constructive feedback to team and its members.
- Responds positively to feedback from team members.
- Raises and/or confronts issues limiting team effectiveness.

Flexibility

A great Inside Sales Representative has the ability to readily modify, respond to and integrate change with minimal personal resistance.

They:

- Adapt effectively to changing plans and priorities.
- demonstrate the capacity to handle multiple tasks at one time.
- deal comfortably with ambiguity.
- adjust preset plans as necessary with minimal resistance.



About the Author

Jennifer C. Zamecki is the Founder and President of Well-Run Concepts, a Human Resource Consulting Firm, founded in 1997.

"Job Matching & Developing Top Talent"

www.Well-Run.com

Workplace motivators make up the next critical success factor needed, which tells us why an individual will do the job or, in other words, what rewards and cultures are they seeking on the job.



The Top Three Motivators for an Inside Sales Representative are:

- 1. Utilitarian/Economic** Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.
- 2. Theoretical** Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.
- 3. Traditional/Regulatory** Rewards those who value traditions inherent in social structure, rules, regulations and principles.

Behaviors tell us how an individual will perform the job. We analyzed which of the behaviors an individual should possess to perform well in the job of Inside Sales Representative. This is very important information to know in understanding communication styles.

The Top Three Behaviors for an Inside Sales Representative are:

- 1. Customer Oriented**
The job demands a positive and constructive view of working with others. There will be a high percentage of time spent in listening to, understanding and successfully working with a wide range of people from diverse backgrounds to achieve "win-win" outcomes.
- 2. Frequent Interaction With Others**
The job requires a strong "people orientation," versus a task orientation. The Job will comfortably deal with multiple interruptions on a continual basis, always maintaining a friendly interface with others.
- 3. Versatility**
The job calls for a high level of optimism and a "can do" orientation. It will require multiple talents and a willingness to adapt them to changing assignments as required.

Now that we have a clear picture of what the Inside Sales Representative job looks like, I would like to ask you this...

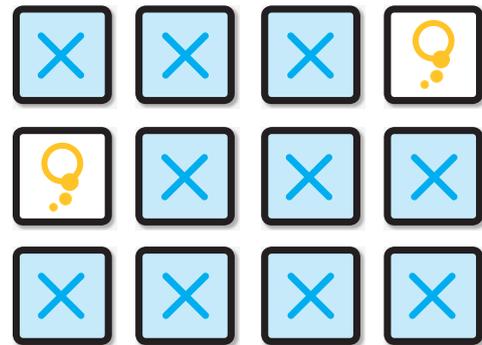
- If you are a Inside Sales Representative, do you have these critical success factors mastered? If not, what's your plan to develop them?
- If you are a company, how are you currently measuring the talent in your Sales department today?
- Do they have the above named attributes, motivators and behaviors?
- If so, great! You are ahead of the competition!
- If not, how will you develop them or better yet, select talent that already has it?

Here are a few suggestions to get you started: If you want to know for sure, then run a Talent Assessment on yourself or your staff. Then match the results to the benchmark of the Inside Sales job in this article.

Better yet you can run your own customized benchmark for your unique organization & culture.

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Job Matching is NOT a game!



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