



Job Description:
Sales Analyst

Sales Analyst role reporting to the Director of Sales and Marketing is responsible for the collection, analysis and reporting of sales related data in an on-going effort to increase overall sales productivity. He/She must collect sales records and evaluate performance based on key indicators. The development and tracking of key performance indicators will be critical to enhance the understanding of the business to improve decision making.

The Sales Analyst will create both standard and custom reports, conduct quantitative and qualitative target company analysis, internal support to account and sales teams and assess data integrity within the CRM.

Responsibilities

1. Support Sales Management Operations System

- KPI/Scorecard Development and Distribution
- Maintains Weekly/Monthly/Annual Reporting
- Support All Account Team and Sales Teams
 - Provide insight to Meeting Effectiveness/Consolidated Feedback
 - Action Log Maintenance and Follow up
 - Target Account Analysis/Key Contact Identification/General Research

2. CRM Maintenance and Standardization

- Salesforce.com Super user
- Provide internal Salesforce Training & Support
- BDE/BDA Dashboard Development
- Support Sales Director with (Account Assignments)
- Monitor and ensure Account and Contact Data Completeness with Internal & External Resources, BDE/BDA Data Input Review (Pre/Post Meeting Notes, Meeting Grades, Clients Needs), Pipeline Updates etc.

3. Sales Analysis

- (Industry/Performance Trends, Sub Industry Analysis, Industry Event Insight, Mx Call Prep Support for BDEs if required)

4. Effectively track Sales Campaigns

- provide performance update, and share with Management
- (i.e. 2016 Contact Lead Nurturing, Email Campaigns)

5. Diversity Database/Portal Management and Support (Scope of Work Unclear)



Qualifications

- *Minimum of a bachelor's degree preferably in business administration or economics. Master's degree is a plus.
- *Proficiency in Microsoft Office suite
- *Proficiency in Salesforce.com
- *Ability to be comfortable and credible in reviewing and analyzing prospective company and sales data
- *Excellent oral and written communication skills, ability to interact effectively with all levels of management
- *Excellent project management skills, effective time management skills
- *Ability to prioritize, manage time effectively, escalate issues appropriately, and keep information confidential