

		Title: <b>Sales Operations Analyst</b>	Doc-ID: <b>Weld-XXX-XX</b>	Rev: <b>0</b>
Prepared by: <i>Kevin Newman</i>	Description: <i>Job Expectation</i>	Date:	Approved by:	
Name (Last, First Middle):		Location: <i>Southerland</i>	Main / Top Level Department:	Department: <i>Sales</i>
Start Date:	Reporting to: <i>Director of Sales Operations</i>	FLSA Status: <i>Exempt</i>		

1. Job Summary / Responsibilities:

We are looking for a Sales Operations Analyst to join our growing Commercial team. In this role, you will collect and examine company data, provide key insights, benchmark sales productivity, and identify trends to help determine ways to improve sales performance. The Sales Operations Analyst will play a vital role in permitting our leadership team and sales team be as efficient and productive as possible. Strong Power BI knowledge and experience is highly preferred due to our company objective of becoming a top tier data driven organization.

2. Duties / Expectations:

	Responsibility	Expectation/Measurements
Sales Analysis		
2.1.1.	Sales performance: Track and report actual performance against targets and metrics.	
2.1.2.	Deliver key performance metrics, dashboards and reports that enable the Sales leadership team to track, measure and drive performance improvement.	
2.1.3.	Pipeline analysis: Track pipeline creation, velocity and closure at individual Sales rep, team and regional levels.	
2.1.4.	Forecast analysis: Track and build insights into the predictability and consistency of our forecast across all regions. Enable effective forecasting by providing sales and management with analytics and guidance.	
2.1.5.	Opportunity Analysis: Track key opportunities against closure plans, providing trends and insight into where we are succeeding and needing to improve.	
2.1.6.	Account analysis: Track performance of individual accounts including status against budgeted plan.	
Market Analysis		
2.2.1.	Collect and analyze data regarding customer preferences, demographics, regions active, buying habits and needs to better identify market potential and factors influencing product demand.	

2.2.2.	Gather, manipulate and analyze internal and external (market) data to evaluate past performance and identify trends to forecast demand.	
2.2.3.	Gather information on competitors and analyze their sales, pricing and methods of distribution and marketing to thoroughly learn about the competition.	
<b>Reporting</b>		
2.3.1.	In coordination with the Salesforce Admin, develop and maintain standardized operational reports, dashboards, and data sources to monitor overall Sales team health, data integrity, and other key objectives and performance indicators.	
2.3.2.	Build and maintain repeatable processes and reporting packages to empower both sales leaders and reps with critical operational data related to sales strategy and execution.	
2.3.3.	Create and distribute weekly regional reporting packs including Forecast, Key Deals, Pipeline and Analysis to regional managers.	
2.3.4.	Support monthly and quarterly planning for the Sales team as part of the company's planning process.	
2.3.5.	Track win/loss reports and provide analysis.	
2.3.6.	Create ad hoc reports as requested, ex: Competitor Analysis, Target Account penetration, etc.	
2.3.7.	Build and standardize business reporting for strategic analysis and internal business review.	
<b>Process &amp; Tools</b>		
2.4.1.	Be an expert on core sales tools including Salesforce CRM, Excel, and Power BI.	
2.4.2.	Maintain documentation for core sales processes, including: analysis, forecasting, key deals and pipeline management.	
2.4.3.	Help inspect weekly forecast and work with Account Managers to constantly improve Salesforce data hygiene.	
2.4.4.	Identify areas of opportunity for continuous improvement, increased efficiency and productivity.	
2.4.5.	Collaborate with marketing to measure and monitor shared sales and marketing objectives.	
2.4.6.	Assist in maintaining customer playbooks and the associated library of sales and marketing tools.	
2.4.7.	Maintains a mindset of continuous process improvement.	

**3. Experience Levels:**

- ☒ Bachelor's degree in Business, Economics, Data Analytics, or similar discipline
- ☒ 1+ years professional experience in an analytical position

**4. Physical Requirements:**

- ☒ Excellent Communication Skills, written and verbal

**5. Education/Experience Requirements:**

- ☒ Bachelor's degree in Business, Economics, Data Analytics, or similar discipline

**6. Required Skills:**

- ☒ Proficient in Excel, PowerBI, PowerPoint and Salesforce CRM
- ☒ Strong in data analysis and data modeling
- ☒ Demonstrated analytical, problem-solving, organizational, interpersonal, and communication skills
- ☒ Solid business acumen and understanding of sales process
- ☒ Self-starter with an ability to work autonomously

**8. Travel Requirements:**

☐ 0%      ☒ <10%      ☐ <25%      ☐ <50%      ☐ <75%      ☐ <100% of time weekly