

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



SURVEY JOBS INDEX

NOTE: With the major revision to the survey this year, we are providing the following table of conversion from the 2009 to the new 2010 Survey job Codes for past participants. If you need any assistance with your update to the new schema, please feel free to Contact Toni McGrath at 408 399 4900 x229 or toni@wmgnet.com.

SALES JOB FAMILIES - 10000/20000 SERIES

New Job Code	GENERAL SALES	*Previous Job Code
10110	Field Sales Representative 1	3010 (using job modifier A)
10120	Field Sales Representative 2	3020 (using job modifier A)
10130	Field Sales Representative 3	3030 (using job modifier A)
10140	Field Sales Representative 4	3040 (using job modifier A)
10150	Field Sales Representative 5	3050 (using job modifier A)
10210	Sales Manager 1A (Selling)	New
10211	Sales Manager 1B (Non-Selling)	3181
10220	Sales Manager 2	3182
10230	Sales Manager 3	3183
11130	Key Accounts Sales Representative	3070
11210	Key Accounts Sales Manager 1	3170
12130	Largest Strategic Accounts Sales Representative	3072
12210	Largest Strategic Accounts Sales Manager 1	3172

New Job Code	PRODUCT SPECIALTY SALES	*Previous Job Code
13110	Product Specialist Sales Representative 1	8010
13120	Product Specialist Sales Representative 2	8020
13130	Product Specialist Sales Representative 3	8030
13140	Product Specialist Sales Representative 4	8040
13150	Product Specialist Sales Representative 5	8050
13210	Product Specialist Sales Manager 1	8181
13220	Product Specialist Sales Manager 2	8182
13230	Product Specialist Sales Manager 3	8183
14130	Product Specialist Key Accounts Sales Representative	8070
14210	Product Specialist Key Accounts Sales Manager 1	8170
15130	Product Specialist Largest Strategic Accounts Sales Representative	8072
15210	Product Specialist Largest Strategic Accounts Sales Manager 1	8172

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



New Job Code CHANNEL SALES

16110 Channel Sales Representative 1
 16120 Channel Sales Representative 2
 16130 Channel Sales Representative 3
 16140 Channel Sales Representative 4
 16150 Channel Sales Representative 5
 16210 Channel Sales Manager 1
 16220 Channel Sales Manager 2
 16230 Channel Sales Manager 3
 17130 Channel Sales Key Accounts Sales Representative
 17210 Channel Sales Key Accounts Sales Manager 1
 18130 Channel Sales Largest Strategic Accounts Sales Representative
 18210 Channel Sales Largest Strategic Accounts Sales Manager 1

***Previous Job Code**

3010 (using job modifier B or C)
 3020 (using job modifier B or C)
 3030 (using job modifier B or C)
 3040 (using job modifier B or C)
 3050 (using job modifier B or C)
 3181
 3182
 3183
 New
 New
 New
 New

New Job Code GOVERNMENT SALES

19110 Government Sales Representative 1
 19120 Government Sales Representative 2
 19130 Government Sales Representative 3
 19140 Government Sales Representative 4
 19150 Government Sales Representative 5
 19210 Government Sales Manager 1
 19220 Government Sales Manager 2
 19230 Government Sales Manager 3

***Previous Job Code**

New
 New
 New
 New
 New
 New
 New
 New

New Job Code BUSINESS DEVELOPMENT

20110 Business Developer General Sales 1
 20120 Business Developer General Sales 2
 20130 Business Developer General Sales 3

***Previous Job Code**

New
 New
 New

New Job Code INSIDE SALES

21010 Inside Sales Representative 1
 21020 Inside Sales Representative 2
 21030 Inside Sales Representative 3
 21040 Inside Sales Representative 4
 21110 Inside Sales Specialist 1
 21120 Inside Sales Specialist 2
 21130 Inside Sales Specialist 3
 21140 Inside Sales Specialist 4
 21150 Inside Sales Specialist 5
 21210 Inside Sales Manager 1
 21220 Inside Sales Manager 2

***Previous Job Code**

New
 New
 New
 New
 New
 New
 New
 New
 New
 New
 New

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



SALES OPERATIONS JOB FAMILIES - 30000 SERIES

New Job Code SALES ADMINISTRATION *Previous Job Code

30010	Sales Administrator/Support Specialist 1	10010
30020	Sales Administrator/Support Specialist 2	10020
30030	Sales Administrator/Support Specialist 3	10030
30210	Sales Administrator/Support Manager 1	10111
30220	Sales Administrator/Support Manager 2	10122

New Job Code SALES AUTOMATION *Previous Job Code

31110	Sales Automation/Technology Specialist 1	11010
31120	Sales Automation/Technology Specialist 2	11020
31130	Sales Automation/Technology Specialist 3	11030
31210	Sales Automation/Technology Manager 1	11111
31220	Sales Automation/Technology Manager 2	11122

New Job Code SALES FORECASTING *Previous Job Code

32110	Sales Forecast Analyst 1	11510
32120	Sales Forecast Analyst 2	11520
32130	Sales Forecast Analyst 3	11530
32210	Sales Forecast Analyst Manager 1	11611
32220	Sales Forecast Analyst Manager 2	11612

REMOTE SUPPORT - 40000 SERIES

New Job Code REMOTE SUPPORT *Previous Job Code

40010	Help Desk 1	New
40020	Help Desk 2	New
40030	Help Desk 3	New

EDUCATION - 50000 SERIES

New Job Code EDUCATION *Previous Job Code

52110	Sales Education 1	13010, 13110, 13210
52120	Sales Education 2	13020, 13120, 13220
52130	Sales Education 3	13030, 13130, 13230
53210	Education Manager 1	13311
53220	Education Manager 2	13322

*Previous Job Code only needed for conversion to new codes if you participated in the Consumer Products Sales survey before 2010.

CONSUMER PRODUCTS			
<u>S A L E S C O M P E N S A T I O N</u>			
2	0	1	0



ORGANIZATIONAL RELATIONSHIPS

Management

Manager 3
xx230

Manager 2
xx220

Manager 1
xx210

Professional

Consultant
xx150

Specialist
xx140

Career
xx130

Intermediate
xx120

Entry
xx110

**Administration,
Technical Support**

Consultant
xx050

Specialist
xx040

Career
xx030

Intermediate
xx020

Entry
xx010



SURVEY JOB LEVELING FACTORS

Please use the following Job Leveling Factors to determine the proper leveling of a job family matched to the survey. These are general guidelines and not meant to be specific to every situation. The employee should perform at least 80% of the content of the job to be reported as a match to it.

BLENDED JOBS - DO NOT DOUBLE MATCH. If your employee performs a combination of duties from two or more survey job levels or groups, pick the one survey job or group where at least 80% of the survey job content fits the employee. **DO NOT** match the same employee to more than one survey job level or group. If no survey job represents at least 80% of the duties of the employee, **DO NOT REPORT** that employee. **"If in doubt, leave it out"**.

- **Administration and Technical Support Structure** – Roles typically are those which perform routine or repetitive tasks which do not require higher education, but may require skills acquired through time, hands-on experience, technical or trade schooling.
 - Entry Level – (Job Code XX010)
 - **Skill Level:** Formal/Informal Training Program.
 - **Assignments:** Routine or repetitive tasks with specific instructions and set procedures.
 - **Experience:** No experience required, with the typical incumbent possessing up to three years of related experience.
 - **Education:** None required.
 - **Supervision:** Close supervision.
 - **Population Distribution:** 0% to 10%.
 - Intermediate Level – (Job Code XX020)
 - **Skill Level:** Fully Trained.
 - **Assignments:** Semi-routine tasks of moderate complexity requiring some discretion and use of limited judgment and initiative.
 - **Experience:** Requires one to three years of directly related experience, with the typical incumbent possessing four or more years of experience.
 - **Education:** None required in non-technical positions. May require some higher education or specialized training or certification in technical positions.
 - **Supervision:** Limited with spot checks.
 - **Population Distribution:** 20% to 35%.
 - Career Level – (Job Code XX030)
 - **Skill Level:** Fully Qualified.
 - **Assignments:** Advanced and complicated tasks requiring considerable judgment, independent analysis and detailed knowledge of the position and procedures.
 - **Experience:** Requires four to six years of directly related experience, with the typical incumbent possessing six or more years of experience.
 - **Education:** May require some higher education or specialized training or certification in non-technical positions. Typically requires higher education or specialized training or certification in technical positions.
 - **Supervision:** General, and may provide working leadership or guidance to lower-level employees.
 - **Population Distribution:** 35% to 65%, bulk of job family population.
 - Specialist Level – (Job Code XX040)
 - **Skill Level:** Specialized Knowledge of systems or tools.
 - **Assignments:** Advanced and highly complex tasks requiring specialized knowledge, judgment, independent decision making.
 - **Experience:** Requires seven to ten years of directly related experience, with the typical incumbent possessing ten years or more of experience. Recognized internally as a specialist resource or subject matter expert.
 - **Education:** Requires higher education or specialized training or certification.
 - **Supervision:** General, and typically provides working leadership or guidance to lower-level employees.
 - **Population Distribution:** 15% to 20%, small and exclusive population.
 - Consultant Level – (Job Code XX050)
 - **Skill Level:** Expert Knowledge of systems or tools.
 - **Assignments:** Advanced and highly complex tasks requiring specialized knowledge, judgment, independent decision making. Used as source of input for product and/or process changes. Point of escalation for problems.
 - **Experience:** Requires ten or more years of directly related experience, with the typical incumbent possessing up to fifteen years of experience. Recognized internally across disciplines and externally as a specialist resource or subject matter expert.
 - **Education:** Requires higher education or specialized training or certification.
 - **Supervision:** General, and typically provides working leadership, guidance and mentorship to lower-level employees.
 - **Population Distribution:** 0% to 10%, small and exclusive population.

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



SURVEY JOB LEVELING FACTORS (continued)

- **Professional Structure – The roles which are found in this structure are those which are highly skilled professionals of a technical, professional-administrative or sales-nature. Typically require a college degree or equivalent.**
 - Entry Level – (Job Code XX110)
 - **Skill Level:** Formal/Informal Training Program.
 - **Assignments:** Entry-level professional activities. Routine or repetitive tasks with specific instructions and set procedures.
 - **Experience:** No experience required, with the typical incumbent possessing one to three years of related experience.
 - **Education:** Bachelor degree.
 - **Supervision:** Close supervision.
 - **Population Distribution:** 0% to 10%.
 - Intermediate – (Job Code XX120)
 - **Skill Level:** Fully Trained.
 - **Assignments:** Semi-routine tasks of moderate complexity requiring discretion and the use of judgment and initiative.
 - **Experience:** Requires one to three years of directly related experience, with the typical incumbent possessing four or more years of experience.
 - **Education:** Bachelor degree.
 - **Supervision:** Limited.
 - **Population Distribution:** 20% to 35%.
 - Career Level – (Job Code XX130)
 - **Skill Level:** Fully Qualified.
 - **Assignments:** Wide variety of complex tasks. Participates in the analysis, design, development and implementation of policies, plans, programs, objectives, or technical systems.
 - **Experience:** Requires four to six years of directly related experience, with the typical incumbent possessing over six years of experience.
 - **Education:** Bachelor degree. Master degree may be required.
 - **Supervision:** General, and may provide working leadership or guidance to lower-level employees.
 - **Population Distribution:** 35% to 65%, bulk of job family population.
 - Specialist Level – (Job Code XX140)
 - **Skill Level:** Recognized internally as a specialist/resource/subject matter expert.
 - **Assignments:** Highly complex and specialized tasks. Responsible for the analysis, design and development of policies, plans, programs, objectives, or technical systems.
 - **Experience:** Additional specialized knowledge in breadth and/or depth. Requires seven to ten years of directly related experience, with the typical incumbent possessing ten or more years of experience. Not an automatic progression to this level.
 - **Education:** Bachelor Degree. Master degree and/or certification may be required.
 - **Supervision:** Minimal, and typically provides working leadership or guidance to lower-level employees.
 - **Population Distribution:** 15% to 20%.
 - Consultant Level – (Job Code XX150)
 - **Skill Level:** Recognized internally and externally as a cross-discipline consultant.
 - **Assignments:** Highest level of individual contributor within the job family.
 - **Experience:** Requires ten or more years of directly related experience, with the typical incumbent possessing fifteen or more years of experience. This position is on a business need basis which typically requires high-level managerial review to be promoted into.
 - **Education:** Master degree.
 - **Supervision:** Highly independent and self-directed. Typically has a functional management or technical leadership role.
 - **Population Distribution:** 0% to 10%, very small and exclusive population.

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0



SURVEY JOB LEVELING FACTORS (ontinued)

- **Management Structure – the Management Structure relates to those roles which are dedicated towards the supervision and management of other employees.**
 - Manager 1 – (Job Code XX210)
 - **Assignments:** Tactical in nature. Directly supervises daily work of individual contributors - Professional, Administration, and/or Technical Support. May continue to perform as an individual contributor. Responsible for human resource actions such as hiring, firing, and discipline. Writes performance reviews and makes salary decisions. Budgetary development and monitoring for the area managed. Have a role based on influencing, interpreting, and implementing policy and practice within their organization.
 - **Experience:** Requires five or more years of previous related experience as an individual contributor and/or supervisor, with the typical incumbent possessing ten or more years of experience.
 - **Education:** Bachelor degree preferred.
 - **Supervision:** Typically reports to Manager 2.
 - Manager 2 – (Job Code XX220)
 - **Assignments:** Strategic in nature, and may be the functional leader. This level of management takes a leading, deciding, driving and integrating approach to managing the organization. Directly supervises one or more first level managers in assigned area of responsibility. Plans programs to achieve high-level business objectives established by top-level management. Achieves expense objectives within assigned area. Assists in the recruiting, training and development of employees.
 - **Experience:** Requires eight to ten years of previous related experience as a first level manager and individual contributor, with the typical incumbent possessing fifteen to twenty years of experience.
 - **Education:** Bachelor degree. May require Master degree.
 - **Supervision:** Typically reports directly to a third level manager, or top-level functional area manager.
 - Manager 3 – (Job Code XX230)
 - **Assignments:** Strategic in nature, and is typically the functional leader. This level of management takes a leading, deciding, driving and integrating approach to managing the organization. Directly supervises one or more second level managers in assigned area of responsibility. Responsible for programs to achieve high-level business objectives established by top-level management. Achieves expense objectives within assigned area. Assists in the recruiting, training and development of employees. May also have management responsibilities in secondary or related operations.
 - **Experience:** Requires fifteen or more years of previous related experience as a lower level manager and individual contributor, with the typical incumbent possessing more than twenty years of experience.
 - **Education:** Master degree preferred.
 - **Supervision:** This position may be at the executive or director level within the company.

CONSUMER PRODUCTS

SALES COMPENSATION

2 0 1 0



JOB DESCRIPTIONS

SALES JOB FAMILIES – 10000/20000 SERIES

Survey Job Family:	General Sales
---------------------------	---------------

Functional Description: **Field Sales:**
Responsible for selling consumer products and services directly to a retailer(s). within assigned geographic territory or product sector. Represents the company to the account and the account to the company in all sales-oriented activities. Usually responsible for a broad range, or multiple products/categories.

NOTE: Use the General Sales jobs as the default for incumbents with responsibility for selling any combination of general territory sales, channel sales, and/or government sales.

Key Accounts:
Manages several important Key Accounts. May be on a national or global scope, but not necessarily. **"Key Accounts" are identified target accounts where the acquisition and retention of the account has a major strategic impact on the success and growth of the company, but these accounts are not yet bringing in the very largest sales revenue to your company. Number of accounts would be fewer than those assigned to a general field sales representative, but typically more than the number assigned to reps for the largest strategic accounts.** Responsible for a broad range of products/categories. Assignment is not territory bound. Separate from the normal Sales Representative progression and restricted to a small, exclusive population.

Largest Strategic Accounts:
Responsible for assigned Strategic Accounts usually on a national or global scope, but not necessarily. **"Strategic Accounts" are identified target accounts where the acquisition and retention of the account has the most strategic impact on the success and growth of the company AND they are the top few accounts that bring in the highest sales revenue to your company. Number of accounts for a sales representative would be no more than five, and often just one.** Responsible for a broad range of products/categories. Assignment is not territory bound. This role is NOT a part of the normal Sales Representative progression and restricted to a VERY small and highly exclusive population.

NOTE: Use the focus code which best fits the incumbent's responsibilities.

Job Focus Codes: **Y Responsible for sales DIRECTLY to retailer only**
Z Responsible for combination of sales to retailer, sales through channels, and/or sales to government

Job Level:	Survey Job Title	Survey Job Code
	Field Sales Representative 1	10110
	Field Sales Representative 2	10120
	Field Sales Representative 3	10130
	Field Sales Representative 4	10140
	Field Sales Representative 5	10150
	Sales Manager 1A (Selling)	10210
	Sales Manager 1B (Non-Selling)	10211
	Sales Manager 2	10220
	Sales Manager 3	10230
	Key Accounts Sales Representative	11130
	Key Accounts Sales Manager 1	11210
	Largest Strategic Accounts Sales Representative	12130
	Largest Strategic Accounts Sales Manager 1	12210

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



Survey Job Family: Product Specialty Sales

Functional Description: Product Specialist:

Across multiple retail and/or distributor accounts, responsible for selling a specific consumer product category, product line, or executing a brand marketing/sales strategy. Generally not account-assigned; called into accounts as opportunities are identified, and may work with account-assigned Sales Representative to close sale. Typically specializes in single product or product line, and carries an overlay quota.

Product Specialist Key Accounts:

Manages several important Key Accounts. May be on a national or global scope, but not necessarily. **"Key Accounts" are identified target accounts where the acquisition and retention of the account has a major strategic impact on the success and growth of the company, but these accounts are not yet bringing in the very largest sales revenue to your company. Number of accounts would be fewer than those assigned to a general field sales representative, but typically more than the number assigned to reps for the largest strategic accounts.** Responsible for a broad range of products/categories. Assignment is not territory bound. Separate from the normal Sales Representative progression and restricted to a small, exclusive population.

Product Specialist Largest Strategic Accounts:

Responsible for assigned Strategic Accounts usually on a national or global scope, but not necessarily. **"Strategic Accounts" are identified target accounts where the acquisition and retention of the account has the most strategic impact on the success and growth of the company AND they are the top few accounts that bring in the highest sales revenue to your company. Number of accounts for a sales representative would be no more than five, and often just one.** Responsible for a broad range of products/categories. Assignment is not territory bound. This role is NOT a part of the normal Sales Representative progression and restricted to a VERY small and highly exclusive population.

Note: Use the focus code which best fits the majority of incumbent's responsibilities.

Job Focus Codes:
X Sells primarily DIRECTLY to retailers
Y Sells primarily INDIRECTLY through distributors or brokers
Z Sells to/through retailers AND distributor/broker channels

Job Level:	Survey Job Title	Survey Job Code
	Product Specialist Sales Representative 1	13110
	Product Specialist Sales Representative 2	13120
	Product Specialist Sales Representative 3	13130
	Product Specialist Sales Representative 4	13140
	Product Specialist Sales Representative 5	13150
	Product Specialist Sales Manager 1	13210
	Product Specialist Sales Manager 2	13220
	Product Specialist Sales Manager 3	13230
	Product Specialist Key Accounts Sales Representative	14130
	Product Specialist Key Accounts Sales Manager 1	14210
	Product Specialist Largest Strategic Accounts Sales Representative	15130
	Product Specialist Largest Strategic Accounts Sales Manager 1	15210

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



Survey Job Family: Channel Sales

Functional Description: Channel Sales Representative:

Responsible for selling consumer products through distributors, brokers, or cooperatives, which in turn sell to retailers. Includes sales to hotels, restaurants, education, healthcare, or other distributor channels where the sales is made to an entity that provides the product to the user of the product. (e.g. soap is sold to Hilton Hotels for use by their guests). Typically sell within assigned geographic territory, industry, or account. Represents the company to the account and the account to the company in all sales-oriented activities. Usually responsible for a broad range, or multiple products/categories.

Channel Sales Key Accounts:

Manages several important Key Accounts. May be on a national or global scope, but not necessarily. **"Key Accounts" are identified target accounts where the acquisition and retention of the account has a major strategic impact on the success and growth of the company, but these accounts are not yet bringing in the very largest sales revenue to your company. Number of accounts would be fewer than those assigned to a general field sales representative, but typically more than the number assigned to reps for the largest strategic accounts.** Responsible for a broad range of products/categories. Assignment is not territory bound. Separate from the normal Sales Representative progression and restricted to a small, exclusive population.

Channel Sales Largest Strategic Accounts:

Responsible for assigned Strategic Accounts usually on a national or global scope, but not necessarily. **"Strategic Accounts" are identified target accounts where the acquisition and retention of the account has the most strategic impact on the success and growth of the company AND they are the top few accounts that bring in the highest sales revenue to your company. Number of accounts for a sales representative would be no more than five, and often just one.** Responsible for a broad range of products/categories. Assignment is not territory bound. This role is NOT a part of the normal Sales Representative progression and restricted to a VERY small and highly exclusive population.

Job Focus Codes: None

Job Level:	Survey Job Title	Survey Job Code
	Channel Sales Representative 1	16110
	Channel Sales Representative 2	16120
	Channel Sales Representative 3	16130
	Channel Sales Representative 4	16140
	Channel Sales Representative 5	16150
	Channel Sales Manager 1	16210
	Channel Sales Manager 2	16220
	Channel Sales Manager 3	16230
	Channel Sales Key Accounts Sales Representative	17130
	Channel Sales Key Accounts Sales Manager 1	17210
	Channel Sales Largest Strategic Accounts Sales Representative	18130
	Channel Sales Largest Strategic Accounts Sales Manager 1	18210

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



Survey Job Family: Government Sales

Functional Description: Responsible for selling consumer products and/or services to local, state, or federal government customers in assigned agency, agencies, or geographic territory. Represents the company to the government customer and the government customer to the company in all sales-oriented activities.

NOTE: Matches must have 100% responsibility for government sales. If not, match to the General Sales job family, 10000 job series.

Job Focus Codes: None

<u>Job Level:</u>	<u>Survey Job Title</u>	<u>Survey Job Code</u>
	Government Sales Representative 1	19110
	Government Sales Representative 2	19120
	Government Sales Representative 3	19130
	Government Sales Representative 4	19140
	Government Sales Representative 5	19150
	Government Sales Manager 1	19210
	Government Sales Manager 2	19220
	Government Sales Manager 3	19230

Survey Job Family: Business Development

Functional Description: Identifies opportunities for business expansion, and develops and manages relationships in strategic markets and accounts that further business development activity. Targets and initiates contact with major prospective customers, in new or existing accounts. Assesses and qualifies potential opportunities and competitive risks. Targeting specific corporate customers, provides leadership to sales organization in developing strategic account level business relationships, and helping develop and execute corporate client level marketing and selling strategies. After account relationships are properly established, the Business Developer ensures a smooth transition of account management to the appropriate Sales/Account Management parties.

NOTE: Use the focus code which best fits the majority of incumbent's responsibilities.

Job Focus Codes: None

<u>Job Level:</u>	<u>Survey Job Title</u>	<u>Survey Job Code</u>
	Business Developer General Sales 1	20110
	Business Developer General Sales 2	20120
	Business Developer General Sales 3	20130

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



Survey Job Family: Inside Sales

Functional Description: Contracts and sells products, services, supplies to selected customers in a designated market area or accounts via the telephone. Closes the sales on assigned products, or may generate leads for outside sales staff. May have account responsibility with quota and/or goals. Pro-actively sells to installed-base in support of company promotion and upgrade campaigns.

At the 010, 020 and 030 levels, the bulk of activities are "inbound", where the sales products are typically of a less complex nature.

The Specialist levels have additional specialized knowledge in breadth and/or depth. Expert in the company product offerings and has the sales and technical experience to develop a total sales engagement. Pro-actively sells complex products and services to both installed-base as well as "cold-calling" in support of company promotion and upgrade campaigns. The Specialist levels may also serve as an internal career path to the Direct Sales, or Channel Sales job families.

NOTE: Use the focus code which best fits the majority of incumbent's responsibilities.

Job Focus Codes:

- A Inbound**
- B Outbound**
- C Combination**

Job Level:	Survey Job Title	Survey Job Code
	Inside Sales Representative 1	21010
	Inside Sales Representative 2	21020
	Inside Sales Representative 3	21030
	Inside Sales Representative 4	21040
	Inside Sales Specialist 1	21110
	Inside Sales Specialist 2	21120
	Inside Sales Specialist 3	21130
	Inside Sales Specialist 4	21140
	Inside Sales Specialist 5	21150
	Inside Sales Manager 1	21210
	Inside Sales Manager 2	21220

CONSUMER PRODUCTS

S A L E S C O M P E N S A T I O N

2 0 1 0

western
management
group



SALES OPERATIONS JOB FAMILIES – 30000 SERIES

Survey Job Family:	Sales Administration
---------------------------	----------------------

Functional Description: Performs activities to administer and support the sales force. Receives and processes orders from customers, sales staff, and/or distributors. Reviews orders for completeness and correctness regarding such issues as price, product/part number/description, and quantity. Ascertains related information such as shipping and billing. Completes and maintains associated records, documents, and logs relating to sales orders and customers. Prepares responses to requests for quotations. Coordinates inquiries regarding order status, ship date, price quotes, availability, and related questions. Works to resolve problems. Prepares sales reports and recaps of shipments, bookings, backlogs, and related activities.

Job Focus Codes: None

Job Level:	Survey Job Title	Survey Job Code
	Sales Administrator/Support Specialist 1	30010
	Sales Administrator/Support Specialist 2	30020
	Sales Administrator/Support Specialist 3	30030
	Sales Administrator/Support Manager 1	30210
	Sales Administrator/Support Manager 2	30220

Survey Job Family:	Sales Automation
---------------------------	------------------

Functional Description: Administers and maintains information systems designed for and dedicated to the sales force. Operates and updates applications that collect, store, manipulate, and display sales force-critical data on products, customers, vendors, competitors, and market conditions. Coordinates and communicates with sales force to ensure that systems are properly deployed and operating efficiently. Specifies and manipulates data as required. Makes recommendations to management regarding appropriate system updates and improvements.

Job Focus Codes: None

Job Level:	Survey Job Title	Survey Job Code
	Sales Automation/Technology Specialist 1	31110
	Sales Automation/Technology Specialist 2	31120
	Sales Automation/Technology Specialist 3	31130
	Sales Automation/Technology Manager 1	31210
	Sales Automation/Technology Manager 2	31220

Survey Job Family:	Sales Forecasting
---------------------------	-------------------

Functional Description: Responsible for the production and delivery of sales forecasts in support of the sales planning process and production and distribution of the company's products. Monitors forecast accuracy, and works with sales and marketing to improve robustness and comprehensiveness of forecasts, for the purpose of improving operational efficiency. Researches and evaluates economic conditions that may affect the organization's ability to sell products, protect/increase market share, penetrate new markets, and maintain/improve operating margins.

Job Focus Codes: None

Job Level:	Survey Job Title	Survey Job Code
	Sales Forecast Analyst 1	32110
	Sales Forecast Analyst 2	32120
	Sales Forecast Analyst 3	32130
	Sales Forecast Analyst Manager 1	32210
	Sales Forecast Analyst Manager 2	32220

CONSUMER PRODUCTS

SALES COMPENSATION

2 0 1 0



REMOTE SUPPORT – 40000 SERIES

Survey Job Family: Remote Support

Functional Description: Help Desk:
Responsible for providing the first-line of post-sales telephone Help Desk support for customers and/or employees. Answers questions for assigned products. Interacts with customers via telephone, and also may interact via Chat Room/Instant Messaging channels. Verifies warranty entitlement. Applies basic diagnostic techniques to identify problems, investigate causes and recommend solutions to correct common issues. Documents problems in the support solution database.
NOTE: Use the focus which best fits the majority of incumbent's responsibilities.

Job Focus Codes: None

<u>Job Level:</u>	<u>Survey Job Title</u>	<u>Survey Job Code</u>
	Help Desk 1	40010
	Help Desk 2	40020
	Help Desk 3	40030

EDUCATION – 50000 SERIES

Survey Job Family: Education

Functional Description: Sales Education:
Delivers and/or develops training courses for internal sales force employees on selling techniques. May develop, test, and maintain courses and materials used in training. Establishes course content and student learning objectives. May prepare course syllabus, lesson plans, and student manuals, and coordinate the development of training aids. Reviews problem areas and identifies training needs. Develops criteria for evaluating the effectiveness of training activities. Updates course materials on a continuous basis to ensure timeliness and relevance. May conduct training in-house or at field locations.

NOTE: Use the focus which best fits the majority of incumbent's responsibilities.

Job Focus Codes:
A Trainer
B Developer
C Combination

<u>Job Level:</u>	<u>Survey Job Title</u>	<u>Survey Job Code</u>
	Sales Education 1	52110
	Sales Education 2	52120
	Sales Education 3	52130
	Education Manager 1	53210
	Education Manager 2	53220