

Benchmark/ Discipline/ Function	Code	Title	Description	GI CSR US
F	CAM	Account/Relationship Management	Builds and maintains effective long-term relationships with a defined customer base to ensure a high level of satisfaction and increase revenues. Identifies, develops and typically closes new sales opportunities. Serves as the primary interface for all products and services, and creates demand for the organization's products and services by raising their profile with customers. Typically has a limited number of key/strategic accounts and maintains relationships with clients at the senior management or executive level.	X
B	CAM010-EX	National/Global Accounts Executive	Has primary responsibility for designing, developing and implementing a sales strategy for increasing sales and profits through one strategic account/customer or several large, complex national or global accounts/customers   Calls on accounts, develops and coordinates sales presentations, and ensures adequate sales service	X
B	CAM020-EX	Global Account Management Executive	Has primary responsibility for managing the relationship with a single major, integrated global account/customer   Interacts at the highest executive levels of the customer, focusing on the strategic impact of the relationship   Develops integrated sales strategy for all product and service offerings   May manage several National/Global Accounts Executives dedicated to specific products, services or geographic locations for the account   May have profit-and-loss responsibility	X
D	CAM000	Account/Relationship Management Generalist/Multidiscipline	Builds and maintains effective long-term relationships and a high level of satisfaction with key senior-level decision makers and influencers at an assigned group of customer accounts that may include major strategic customers within a geographic or industry focus   Identifies, develops and typically closes new sales opportunities   Creates demand for the organization's products and services by raising their profile with customers   Achieves revenue targets by increasing revenue spend per account   May conduct regular status and strategy meetings with the customer's senior management to understand their needs and link them to the organization's product/service strategies   Responsibilities are within the Account/Relationship Management Function as a generalist or in a combination of Disciplines	X
D	CAM005	Small/Non-Strategic Account/Relationship Management Single Country	Builds and maintains effective long-term relationships and a high level of satisfaction with key senior-level decision makers and influencers at an assigned group of ten or more customer accounts, but not major or strategic accounts   Identifies, develops and typically closes new sales opportunities   Creates demand for the organization's products and services by raising their profile with customers   Achieves revenue targets by increasing revenue spend per account   May conduct regular status and strategy meetings with the customer's senior management to understand their needs and link them to the organization's product/service strategies	X
D	CAM010	Major/Strategic Account/Relationship Management Single Country	Builds and maintains customer relationships with strategic accounts in a single country   Identifies, develops and typically closes new sales opportunities   Creates demand for the organization's products and services by raising their profile with customers   Achieves revenue targets by increasing revenue spend per account   May conduct regular status and strategy meetings with the customer's senior management to understand their needs and link them to the organization's product/service strategies	X
D	CAM020	Major/Strategic Account/Relationship Management Global	Builds and maintains customer relations with strategic accounts that typically involve an international partner or major global accounts   Identifies, develops and typically closes new sales opportunities   Creates demand for the organization's products and services by raising their profile with customers   Achieves revenue targets by increasing revenue spend per account   Conducts regular status and strategy meetings with the customer's senior management to understand their needs and link them to the organization's product/service strategies	X
D	CAM999	Account/Relationship Management - No Applicable Discipline	Responsibilities are within the Account/Relationship Management Function but are not described in other Discipline summaries	X
F	CSA	Sales	Responsible for overall sales, including both direct and channel sales, to promote and support the organization's products. May also be responsible for customer service.	X
B	CSA001-EX	Top Sales Executive	Has primary responsibility for developing and implementing sales programs and directing the sales force to achieve volume objectives for the organization's products   Tracks sales performance against objectives and informs management of results   May manage relationships with major clients	X
F	CDM	Client Service Delivery Management	Manages ongoing contractual relationships and the operational delivery of services to clients for an account or group of accounts. Serves as the primary point of contact with clients and ensures client satisfaction.	X

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D	CDM000	<b>Client Service Delivery Management Generalist/Multidiscipline</b>	Manages the delivery of contracted services to clients to ensure that SLAs (service level agreements) and KPI (key performance indicators) as defined in the relevant contracts are met or exceeded   Maintains tight control over the project schedule, risks, scope of work and budget; ensures that operational teams and subcontractors have a clear understanding of client requirements   Builds and maintains strong client relationships and provides day-to-day client advice and support   Promotes the organization's capabilities to clients, identifies sales opportunities to be forwarded to the account managers and achieves contract extensions or additional business within the account(s)   Contracts may involve both short- and long-term commitment of service and vary significantly in value/strategic importance	X
D	CDM999	<b>Client Service Delivery Management - No Applicable Discipline</b>	Responsibilities are within the Client Service Delivery Management Function but are not described in other Discipline summaries	X
F	CSC	<b>Channel Sales</b>	Maximizes revenues from sales of the organization's products and/or services through a base of reseller partners such as dealers, systems integrators, value-added resellers (VARs), distributors or retailers. Locates, evaluates and recruits potential channel partners. Supports partners throughout the sales process in all sales-oriented activities, such as marketing, advertising, sales promotions and training, to achieve revenue targets.	X
B	CSC000-EX	<b>Top Channel Sales Executive</b>	Has primary responsibility for the sales and distribution of products and achievement of specific revenue objectives through alternate channels (e.g., third-party sales)   Develops and designs strategies and plans to support selling to indirect sales channels	X
D	CSC000	<b>Channel Sales Generalist/Multidiscipline</b>	Maximizes revenues from sales of the organization's products and/or services through a base of reseller partners in specific assigned channels and/or vertical markets   Locates, evaluates and recruits potential channel partners, including systems integrators, value-added resellers (VARs), distributors, dealers or retailers   Supports partners throughout the sales process in all sales-oriented activities, including marketing, advertising, sales promotions and training to achieve revenue targets   Responsibilities are within the Channel Sales Function as a generalist or in a combination of Disciplines	X
D	CSC010	<b>Channel Sales - Durable Goods Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party durable (hard) goods (i.e., products that do not quickly wear out) through a base of reseller partners; typically sells products such as vehicles, appliances, business equipment, electronic equipment, home furnishings and fixtures, housewares and accessories   Locates, evaluates and recruits potential channel partners, including systems integrators, value-added resellers (VARs), distributors, dealers or retailers   Supports partners throughout the sales process in all sales-oriented activities, including marketing, advertising, sales promotions and training to achieve revenue targets	X
D	CSC020	<b>Channel Sales - Nondurable Goods Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party nondurable (soft) goods (i.e., products that are used up when used once or that have a lifespan of less than three years) through a base of reseller partners; typically sells products such as food, cosmetics, pharmaceuticals, cleaning products, office supplies, printer ink, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles and clothing   Locates, evaluates and recruits potential channel partners, including systems integrators, value-added resellers (VARs), distributors, dealers or retailers   Supports partners throughout the sales process in all sales-oriented activities, including marketing, advertising, sales promotions and training to achieve revenue targets	X
D	CSC999	<b>Channel Sales - No Applicable Discipline</b>	Responsibilities are within the Channel Sales Function but are not described in other Discipline summaries	X
F	CSD	<b>Direct Sales</b>	Closes direct sales of products and/or services in order to meet individual/team quotas and the organization's business objectives. Creates, monitors and revises lead generation plans to ensure a substantive sales opportunity pipeline. Typically, sales cycles are relatively short.	X
B	CSD005-EX	<b>Regional Field Sales Executive</b>	Under the direction of the Top Sales Executive or Top Sales and Marketing Executive, has primary responsibility for the organization's sales activities within a large geographic area   Typically manages a sales force through district (branch) field sales managers   May manage a sales organization made up of distributors, franchisees and/or other sales outlets appropriate for the organization's products   In smaller companies, this may be the lowest level of sales management	X
D	CSD000	<b>Direct Sales Generalist/Multidiscipline</b>	Promotes and sells a portfolio of technical and/or nontechnical products and/or services and solutions directly to current and new end customers   Informs customers of new product/service introductions and prices   Creates, monitors and revises lead generation plans to ensure a substantive sales opportunity pipeline   Responsibilities are within the Direct Sales Function as a generalist or in a combination of Disciplines	X

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D	CSD010	<b>Direct Sales - Durable Goods Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party durable (hard) goods (i.e., products that do not quickly wear out) directly to customers; typically sells products such as vehicles, appliances, business equipment, electronic equipment, home furnishings and fixtures, housewares and accessories   Informs customers of new product/service introductions and prices for such   Creates, monitors and revises lead generation plans to ensure a substantive sales opportunity pipeline	X
D	CSD020	<b>Direct Sales - Nondurable Goods Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party nondurable (soft) goods (i.e., products that are used up when used once or that have a lifespan of less than three years) directly to customers; typically sells products such as food, cosmetics, pharmaceuticals, cleaning products, office supplies, printer ink, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles and clothing   Informs customers of new product/service introductions and prices for such   Creates, monitors and revises lead generation plans to ensure a substantive sales opportunity pipeline	X
D	CSD030	<b>Direct Sales - Services Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party services directly to end user organizations   Informs customers of new product/service introductions and prices for such   Creates, monitors and revises lead generation plans to ensure a substantive sales opportunity pipeline	X
D	CSD999	<b>Direct Sales - No Applicable Discipline</b>	Responsibilities are within the Direct Sales Function but are not described in other Discipline summaries	X
F	CSG	<b>Government Sales</b>	Promotes and sells technical and/or nontechnical products and/or services and solutions directly to government entities or subcontractors. Develops new accounts and/or expands existing accounts within assigned agencies or geographic territories. Ensures that the organization's sales initiatives are fully compliant with government procurement procedures and guidelines.	X
B	CSG000-EX	<b>Top Government Sales Executive</b>	Has primary responsibility for directing and promoting sales of the organization's products and/or services to government agencies   Typically, specializes in one segment of government (national or local)	X
D	CSG000	<b>Government Sales Generalist/Multidiscipline</b>	Promotes and sells technical and/or nontechnical products and/or services and solutions directly to government entities or subcontractors   Develops new accounts and/or expands existing accounts within assigned agencies or geographic territories   Maintains a thorough understanding of government procurement procedures and guidelines to ensure that the organization's sales initiatives are fully compliant; may be required to have security clearance   Promotes the inclusion of the organization's products and/or services on government specification lists   Responsibilities are within the Government Sales Function as a generalist or in a combination of Disciplines	X
D	CSG010	<b>Government Sales - Durable Goods Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party durable (hard) goods (i.e., products that do not quickly wear out) directly to government entities or subcontractors; typically sells products such as vehicles, appliances, business equipment, electronic equipment, home furnishings and fixtures, housewares and accessories	X
D	CSG020	<b>Government Sales - Nondurable Goods Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party nondurable (soft) goods (i.e., products that are used up when used once or that have a lifespan of less than three years) directly to government entities or subcontractors; typically sells products such as food, cosmetics, pharmaceuticals, cleaning products, office supplies, printer ink, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles and clothing	X
D	CSG030	<b>Government Sales - Services Generalist/Multidiscipline</b>	Sells a portfolio of the organization's and/or third-party services directly to government entities or subcontractors	X
D	CSG999	<b>Government Sales - No Applicable Discipline</b>	Responsibilities are within the Government Sales Function but are not described in other Discipline summaries	X
F	CTS	<b>Telesales</b>	Initiates and answers inbound and/or outbound sales calls directly from/to prospective and/or existing customers. Responds to customer questions and takes orders. Builds rapport with customers by probing for needs and recommending appropriate solutions. Achieves monthly, quarterly and annual sales objectives while ensuring optimum customer experience and satisfaction.	X
D	CTS000	<b>Telesales Generalist/Multidiscipline</b>	Initiates and answers inbound and/or outbound sales calls directly from/to prospective and/or existing customers   Accepts orders, closes sales, maintains customer records and completes required documentation   Identifies and qualifies prospective customers and records sales prospecting activity in computer-based tracking systems   May have an assigned product line that may overlap other sales teams' territories   May have an individual or team sales quota and is likely to have a target earnings bonus or sales incentive opportunity	X

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D	CTS010	Telesales - Inbound/Inside	Answers inbound customer calls regarding product and service information and identifies upselling opportunities from such calls   Accepts orders, closes sales, maintains customer records and completes required documentation   Identifies and qualifies prospective customers and records sales prospecting activity in computer-based tracking systems   May have an assigned product line that may overlap other sales teams' territories   May have an individual or team sales quota and is likely to have a target earnings bonus or sales incentive opportunity	X
D	CTS020	Telesales - Outbound	Performs outbound sales calls, including cold calling, lead follow-up and sales qualification, to develop a portfolio of buying customers and meet or exceed daily outbound call quotas   Accepts orders, closes sales, maintains customer records and completes required documentation   Identifies and qualifies prospective customers and records sales prospecting activity in computer-based tracking systems   May have an assigned product line that may overlap other sales teams' territories   May have an individual or team sales quota and is likely to have a target earnings bonus or sales incentive opportunity	X
D	CTS999	Telesales - No Applicable Discipline	Responsibilities are within the Telesales Function but are not described in other Discipline summaries	X
F	CUS	Sales Support and Administration	Supports sales representatives and channel partners in administrative areas such as order processing, sales quotes, sales information management, product training and financing. Tracks transactions and prepares reports regarding information such as order status, sales results, leads, sales quotas and sales representative earnings.	X
B	CUS060-EX	Top Sales Operations Executive	Has primary responsibility for operational support of the field sales function   Oversees analyses and reporting on sales data and communicates pricing   Plans and implements communications to field sales staff on matters such as changes to sales plans, knowledge about customers and competitors, and pricing   May plan and manage trade shows and sales meetings	X
D	CUS000	Sales Support and Administration Generalist/Multidiscipline	Supports sales representatives and channel partners in administrative areas such as order processing, customer quotes, sales information management, product training and financing   Responsibilities are within the Sales Support and Administration Function as a generalist or in a combination of Disciplines	X
D	CUS010	Sales Training	Develops, plans and conducts training on techniques for selling the organization's products and/or services for sales representatives and reseller partners   Designs training classes and training materials and prepares documentation   Conducts sales training needs assessments and analyzes employee training needs to determine requirements for new program development   Monitors and evaluates sales training programs, assesses results and implements enhancements as needed to ensure effectiveness of programs	X
D	CUS020	Product Sales Financing	Negotiates terms and financial structures of the organization's leasing and other financing services for customers   Coordinates the completion of all necessary documentation for the financing arrangement	X
D	CUS030	Sales Planning/Forecasting	Prepares and analyzes sales forecasts and results reports and presentations, including analyses of variances vs. budget forecasts   Supports periodic sales revenue target setting and forecasting and may conduct research to estimate market demand   Supports sales teams in preparing and evaluating deal scenarios and contract terms   Collaborates with sales, IT and finance to develop, create and maintain reporting requirements and ensure that the revenue recognition and forecasting systems provide accurate and timely data   May track sales vs. quota information to determine commissions	X
D	CUS999	Sales Support and Administration - No Applicable Discipline	Responsibilities are within the Sales Support and Administration Function but are not described in other Discipline summaries	X
F	CUT	Technical Sales Support	Provides technical knowledge, advice and support to sales representatives, resellers and customers during the sales process to resolve requests regarding product/service technical issues and to maximize the benefits derived from the organization's products and/or services.	X
B	CUT000-EX	Top Technical Sales Support Executive	Has primary responsibility for providing technical support services to the sales force and customers across all accounts   Analyzes customer specifications, designs solutions and presents proposals   May have "shadow" profit-and-loss responsibility   Liaises closely with Top Sales Executive and Top Customer Service Executive	X
D	CUT000	Technical Sales Support Generalist/Multidiscipline	Provides technical expertise to sales representatives, resellers and customers during the sales process   Performs technical sales support at customer sites or on a multiple-site basis   Resolves technical product/service issues   Assists customers during the sales process to maximize the benefits derived from the organization's products and/or services   Responsibilities are within the Technical Sales Support Function as a generalist or in a combination of Disciplines	X

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D	CUT010	<b>Pre-Sales Technical Support/Systems Engineering</b>	Provides pre-sales technical expertise to the sales team and customers during the sales process   Provides technical input into bid proposals, projects and technical documents within the sales process and identifies additional sales opportunities with existing customers   Installs and demonstrates the organization's products at customer sites   Collaborates with sales teams to develop and recommend products and services to meet customers' requirements   Maintains up-to-date and comprehensive knowledge of the organization's and competitors' products and/or services	X
D	CUT040	<b>Technical/Product Training</b>	Develops, implements and/or delivers technical training as it relates to the organization's products   Works with product development teams to update training materials and ensure accuracy and effectiveness of courseware and supporting materials to align with new product releases   May provide technical product training to both internal staff (e.g., customer services, engineers, sales staff) and customers	X
D	CUT999	<b>Technical Sales Support - No Applicable Discipline</b>	Responsibilities are within the Technical Sales Support Function but are not described in other Discipline summaries	X