



Sample Sales Role Prominence Analysis

By: J. Mark Davis, Managing Principal, Valitus Group, Inc.

Sales role prominence reflects the influence of the sales rep in the mix of all the marketing variables that collectively create the message heard by the buyer. In other words, prominence is a measure of the degree of influence or personal persuasion a sales role has on the customer buying decision. The following is a sample prominence analysis intended to provide a consistent framework for measuring the relative prominence of various sales roles.

| Sales Role | <i>Sales Role Prominence Indicators</i> | | | | | | <i>Overall Prominence</i> |
|-------------------|---|---------|------------|-------------------|------------------|--------------------------|---------------------------|
| | Type of Selling | Channel | Creativity | Pricing Authority | Level of Support | Product Competitive-ness | |
| Account Executive | ● | ● | ◐ | ◐ | ◑ | ◐ | ◐ |
| Account Manager | ○ | ● | ◐ | ◑ | ◐ | ◐ | ◐ |
| Channel Manager | ○ | ○ | ◐ | ○ | ◑ | ◐ | ◑ |

Legend

| | | | | | | |
|---|------------------------------|----------|----------|----------|----------|------------------|
| ● | New account prospecting | Direct | High | High | Low | Unknown/unproven |
| ◐ | Both | Both | Moderate | Moderate | Moderate | Moderately known |
| ○ | Existing account penetration | Indirect | Low | Low | High | Well known |