

CRM Sales Excellence Manager

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Company: Michael Page

Location: İstanbul

Category: other-general

Working with Sales Excellence Leader to develop and execute CRM strategy to operational overall Sales Excellence strategy in CRM Space.

Partners with BG/BU Sales leadership to determine which CRM process, data, technology, and capabilities should align at the Group, BG, BU level.

Partners with BG/BU Sales Leadership and Sales Excellence to understand commercial requirements and develop plan of capability enhancements that support these capabilities through CRM process, data and technology.

Champions process understanding, adoption, utilisation, and value capture.

Measures process health and related value realisation

Measures and holds BG/BU sales leadership accountable for agreed upon process alignment and solution adoption.

Works with data team to ensure CRM data standards and data health are maintained.

Governs CRM & other commercial technology utilisation and enhancements.

Partners with BG/BU sales leadership and Sales Excellence to:

Understand business commercial requirements and provide relevant process, data and technology support.

Help improve our customer experience.

Provide customer facing teams with opportunities to improve execution efficiency and effectiveness.

Partners with other relevant Company's entities which drive process requirements, best practices, collaboration opportunities and provide both data & technology enablement.

Partners with relevant external companies to benchmark and bring best practices.

Manage MyCRM Sales Excellence Team, recruit & onboard new team members.

Array

Bachelor's degree;

Minimum of 6 years of commercial related experience;

Minimum 3 years working with a modern CRM system;

Breadth of expertise in one or more of the major process areas (Sales, Marketing, Customer Service, or Commercial). Must understand how process drives value generation and shapes Sales, Marketing, Customer service, and Commercial behaviour Must understand prioritization/ level of process rigor to achieve results and maintain engaged in high performing teams;

Experience leading large-scale initiatives around CRM systems and application and value drivers into business;

Experience in multiple lines of business and/or geographies;

Significant practical experience in sales and sales processes including application of technologies to enable growth;

Leader in sales enablement experience thought leadership;

Ability to build commitment for and lead change at all levels in the organization;

Strong influencing skills with key internal and external stakeholders;

Ability to effectively collaborate with all levels within the organization;

Proven ability to manage complex projects and/or operations with large teams;

Actual experience with CRM capabilities, configuration or coding;

Global and leading manufacturer working worldwide.

Great career opportunity as a CRM Sales Excellence Manager in a leading global company.

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