

2 Many sales executives get promoted into their positions because of their previous performances as salesperson. In some companies, outstanding sales persons have an inside track when sales executives job are being filled. The assumption is that outstanding salespersons will be outstanding sales executives. Nothing could be further from the truth. The sales executives job demands administrative skills much beyond those required of salespeople. ~~Personal~~

Personal selling experience is not unimportant, as sales executives manage people who do personal selling. Performance are two different things. Most companies can recount instances where an outstanding salesperson failed in a sales executive job.

Basically, the sales executive has two sets of functions: operating and planning. The operating function include sales force management, handling sales relationships, ~~who~~ with personnel in other company and fairly commonly in lower level sales executive sells some accounts personally.

The sales executive's planning function includes those connected with the sales program. The sales organization and its control. The sales executive is responsible for setting personal selling goals, for developing sales programs designed to achieve those goals, for formulating sales policies and personal selling goals, for developing sales programs designed to achieve these goals, for formulating sales policies and personal selling strategies.