

**ABFI Leadership
Success Profile
- Sales**

**Target populations for
this profile:**

- Sales VP's/Directors
- Sales Managers
- Key Account Managers
- Sales professionals

**Depth/range of each
person against the
profile
characteristics will
clearly vary with
level & experience**

PERSONAL ATTRIBUTES

- Adaptability
- Pace, energy and passion for the business
- Self assurance – calm in a crisis
- Handles pressure well
- Team player
- Change agent
- Self starter- strong finisher – takes responsibility
- Takes a long-term perspective
- Flexible & effective influencing style
- “Says it how it is” - with integrity
- Robust & challenging – can & will push back
- Never satisfied – restless for what could be
- Celebrates team success
- Results driven - across all key metrics
- Personal ethics/standards
- Well organised

**Who I
am**

KNOWLEDGE

- Ingredients market knowledge – sector specific
- In depth customer knowledge and relationships
- Experience of working in a range of different business cultures
- In depth competitor knowledge and history
- Strong product knowledge
- Effective at understanding and communicating features and benefits
- On top of what is going on in the business
- Large company trained
- Financial acumen – knows which levers to pull
- Been there/done it – learned from mistakes
- Confidence based on substance/success

**What I
know**

SKILLS

- Advanced negotiation skills
- Language skills (as appropriate)
- Systematic account planner
- Superior presentation skills – professional and persuasive – value orientation
- Handling objections
- Great relationship builder
- Manages performance - individual & team
- Builds and develops high performing teams
- Nurtures and develops talented individuals
- Navigates internal teams effectively
- Connecting –encouraging-questioning-confirming - providing
- Sound decision making process

**What I
do well**

EXPERIENCE

- Proven creative & practical problem solver
- Learned to be driven by margin and profit – not just revenue/volume
- Has taken the personal knocks
- Evidence of sustained delivery of results
- Breadth of roles – different business cultures
- Corporate Governance
- Had/could be a great role model
- Taken tough decisions
- Sound education: science degree/ background
- Can adapt experience to our environment
- Track record of sound judgement
- Business acumen evident

**What I
have
done**