Web Seller

1. Role Description

Profile title	Web Seller	
Also known as		
Summary statement	The web seller is in charge of online sales.	
Mission	To contribute to the success of the enterprise, i.e. sales through the website, web application or web campaign.	
Responsibility	Use the features of a website, web application or web campaign geared at selling goods or services over the internet.	
Deliverables	**Accountable**	**Contributor**
	- Sales campaigns. - Sales analysis and reports.	Sales strategy / plan.
Main task/s	- Web Sales Campaign Management - planning and executing online sales campaigns. - Conversion Strategies - such as converting page-views to revenue. - Web Analytics - providing detailed reports on the relative success of web sales campaigns.	
Environment	Usually works in a team alongside other sales people and reports to a Sales Director or Sales Team Leader.	
KPI's	- Sales rate. - Response rate. - New customers gained. - Repeat customers.	

2 Role Profile

2.1 Profile Summary

Area	No.	Web seller — Competence	Importance	T01	T02	T03	T04	T05	B01	B02	B03	B04	B05	B06	B07	B08	B09	B10	B11	B12	M01	M02	M03	M04	M05
Plan	A.1	IS and Business Strategy Alignment																							
	A.2	Service Level Management																							
	A.3	Business Plan Development																							
	A.4	Product or Project Planning																							
	A.5	Architecture Design																							
	A.6	Application Design																							
	A.7	Technology and Market Watching											x												
	A.8	Sustainable Development																							
Build	B.1	Design and Development																							
	B.2	Systems Integration																							
	B.3	Testing																							
	B.4	Solution Deployment																							
	B.5	Documentation Production																							
Run	C.1	User Support																							
	C.2	Change Support																							
	C.3	Service Delivery																							
	C.4	Problem Management																							
Enable	D.1	Information Security Strat. Development																							
	D.2	ICT Quality Strategy Development																							
	D.3	Education and Training Provision																							
	D.4	Purchasing																							
	D.5	Sales Proposal Development	x	x	x	x			x	x		x		x			x				x	x			
	D.6	Channel Management															x								
	D.7	Sales Management	x	x	x	x			x	x		x		x	x	x									
	D.8	Contract Management																						x		
	D.9	Personnel Development																							
	D.10	Information and Knowledge Management																							
Manage	E.1	Forecast Development																x							
	E.2	Project and Portfolio Management	x																		x	x			
	E.3	Risk Management											x												
	E.4	Relationship Management	x													x	x								
	E.5	Process Improvement	x									x	x						x						
	E.6	ICT Quality Management																							
	E.7	Business Change Management																							
	E.8	Information Security Management																							
	E.9	IT Governance																							

Technical
- T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules
- T02: Has knowledge of online usability requirements
- T03: Can promote and sell products or services online
- T04: Can create media elements (audio, graphics, video)
- T05: Can draft texts, clearly and concisely, with due regard for orthography and grammar

Behavioural
- B01: Is creative, imaginative, artistic
- B02: Is ethical
- B03: Is precise and aware of details
- B04: Is customer oriented
- B05: Is committed to corporate strategy and aware of corporate culture
- B06: Has good interpersonal skills
- B07: Has presentation / moderation skills
- B08: Can communicate effectively (also in foreign languages)
- B09: Can work in a team
- B10: Can seek, organize and synthesize
- B11: Can analyse
- B12: Can explain

Business
- M01: Has knowledge of project management principles
- M02: Has knowledge of budgeting / estimating issues and practices
- M03: Has knowledge of legal, environmental, labour, standards issues
- M04: Has marketing knowledge
- M05: Can lead a team

2.2 Detailed Profile

A. PLAN

A.7. Technology & Market Trends Watching

Dimension 2: e-Competences: Title + generic description	The webseller is aware of technology improvements and market trends in his field of competence and is able to integrate them into specification of the online sales plan. He therefore contributes added value by making steps towards improvements in sales effectiveness, productivity quality or competitiveness of the website or web application. He is able to identify the articulations between emerging technologies and market requirements in accordance with long term business strategy.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Is aware of technology improvements in his field of competence and is able to integrate them, if necessary, in his planning in accordance with specifications.
	Level 3	Is actively looking out for new technology improvements in his field of competence. Can identify the articulations between emerging technologies and business requirements in accordance with sales, marketing or business plans.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B05: Is committed to corporate strategy and aware of corporate culture	

D. ENABLE

D.5. Sales Proposal Development

Dimension 2: e-Competences: Title + generic description	The webseller develops online sales proposals to meet customer solution requirements. He may participate in the integration of these solutions in a complex technical environment and ensures feasibility and validity.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Acts creatively to develop sales proposal incorporating a complex solution. May participate in the customisation of solution in a complex technical environment and ensures feasibility and validity of customer offer.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules ✓ T02: Has knowledge of online usability requirements ✓ T03: Can promote and sell products or services online ✓ B01: Is creative, imaginative, artistic ✓ B02: Is ethical ✓ B04: Is customer oriented ✓ B06: Has good interpersonal skills ✓ B09: Can work in a team ✓ M01: Has knowledge of project management principles ✓ M02: Has knowledge of budgeting / estimating issues and practices	

D.6. Channel Management

Dimension 2: e-Competences: Title + generic	The webseller manages online sales outlets. He ensures optimum commercial performance of the online sales channels in coherence with the business and marketing strategy.

description		
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Acts creatively to influence the establishment of an online sales network. Manages online sales channels to maximise business performance.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B09: Can work in a team ✓ B05: Is committed to corporate strategy and aware of corporate culture	

D.7. Sales Management

Dimension 2: e-Competences: Title + generic description	Drives the achievement of sales results through the establishment of a sales strategy. Demonstrates the added value of the organisations products and services to new or existing customers and prospects. Establishes a sales support procedure providing efficient response to sales enquiries, consistent with company strategy and policy. Works closely with the sales team in defining and achieving the online sales strategy, including understanding client needs, forecasting, prospect evaluation, negotiation tactics and sales closure.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Contributes to the sales process by effectively presenting products or services to clients.
	Level 4	Assesses and estimates appropriate sales strategies to deliver company results.
	Level 5	
Dimension 4: Knowledge and Skills	✓ T01: Has knowledge of netiquette, interactive virtual environments and social networks usage rules ✓ T02: Has knowledge of online usability requirements ✓ T03: Can promote and sell products or services online ✓ B01: Is creative, imaginative, artistic ✓ B02: Is ethical ✓ B04: Is customer oriented ✓ B06: Has good interpersonal skills ✓ B07: Has presentation/moderation skills ✓ B08: Can communicate (including in foreign languages if useful)	

D.8. Contract Management

Dimension 2: e-Competences: Title + generic description	The performance of the online sales channels and the regular communication with the supplier may be part of his fields of responsibility. He provides and negotiates a contract in accordance with organisational processes and ensures the adherence to it (e.g. quality standards, time of delivery). He also maintains budget integrity and checks that the supplier complies with legal and health and safety standards.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Evaluates supplier contract performance by monitoring performance indicators. Assures performance of the complete online sales channels. Influences the terms of contract renewal.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ M03: Has knowledge of legal, environmental, labour, standards issues	

E. MANAGE

E.1. Forecast Development

Dimension 2: e-Competences: Title + generic description	He uses market inputs (e.g. market needs, acceptance of products/services) and assesses the organisations production and selling capabilities to make short-term forecasts. He applies relevant metrics to support different departments (e.g. production, marketing, sales and distribution) in the decision-making process.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Exploits skills to provide short-term forecast using market inputs and assessing the organisations selling capabilities.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ B10: Can seek, organize and synthesize	

E.2. Project and Portfolio Management

Dimension 2: e-Competences: Title + generic description	He understands and applies the principles of project management. That means that he defines activities, responsibilities, critical milestones, resources, skills needs, interfaces and budget. He is able to apply methodologies, tools and processes. He is able to meet identified business needs by implementing new, internal or external defined processes. He makes choices, gives instructions and bears responsibility for a team (i.e. relationship within the team, team objectives). Sometimes he takes the overall responsibility for an online sales project (i.e. outcomes, finance, resource management, time management). He also creates and maintains documents to facilitate the monitoring of project progress.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Understands and applies the principles of project management and applies methodologies, tools and processes to manage simple projects.
	Level 3	Accounts for own and others activities, working within the project boundary, making choices and giving instructions; manages and supervises relationships within the team; plans and establishes team objectives and outputs and documents results.
	Level 4	
	Level 5	
Dimension 4: Knowledge and Skills	✓ M01: Has knowledge of project management principles ✓ M02: Has knowledge of budgeting / estimating issues and practices	

E.3. Risk Management

Dimension 2: e-Competences: Title + generic description	He implements the risk management with regard to online sales and the application of the enterprise defined risk management policy and procedure. He understands and applies the principles of risk management (i.e. assesses risk, documents potential risk and containment plans) and is able to investigate solutions to mitigate identified risks. He evaluates, manages and ensures the validation of exceptions and audits online sales processes and environment.	
Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	Understands and applies the principles of risk management and investigates solutions to mitigate identified risks.
	Level 3	Decides on appropriate actions required to adapt security and address risk exposure. Evaluates, manages and ensures validation of exceptions; audits online sales processes and environment.
	Level 4	
	Level 5	
Dimension 4:	✓ B05: Is committed to corporate strategy and aware of corporate culture	

Knowledge and Skills	

E.4. Relationship Management

Dimension 2: e-Competences: Title + generic description	He is responsible for a positive business relationship between the client and the internal or external provider deploying and complying with organisational processes. He maintains a regular communication with them and he is familiar with their environment. He ensures that all the needs, concerns and also complaints of the client, partner and supplier are understood and addressed in accordance with organisational policy. He accounts for his own and others actions in managing a limited client base.

Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Accounts for own and others actions in managing a limited client base.
	Level 4	
	Level 5	

Dimension 4: Knowledge and Skills	✓ B08: Can communicate (including in foreign languages if useful) ✓ B09: Can work in a team ✓ B04: Customer oriented

E.5. Process improvement

Dimension 2: e-Competences: Title + generic description	The webseller researches and benchmarks existing online sales processes and solutions in order to define possible innovations. He measures the effectiveness of existing online sales processes and makes reasoned recommendations.

Dimension 3: e-Competence proficiency levels	Level 1	
	Level 2	
	Level 3	Exploits specialist knowledge to research existing online sales processes and solutions in order to define possible innovations. Makes recommendations based on reasoned arguments.
	Level 4	
	Level 5	

Dimension 4: Knowledge and Skills	✓ B05: Is committed to corporate strategy and aware of corporate culture ✓ B11: Can analyse (assess, evaluate, critique, test)