

**Job Description: Sales Inquiry Manager**  
**AKA: Demand Manager, Lead Manager, or**  
**Sales Lead Manager**

**From the Sales Lead Management Association**

**Job Summary**

The Sales Inquiry Manager is responsible for controlling, reporting, and processing of all sales inquiries for the corporation. The person will report on the return on investment for each inquiry generated.

**Essential Functions**

1. Works with marketing, product management, IT and sales departments to be sure that 100% of all sales inquiries are followed-up. This includes reports showing the follow-up percentage and closure of sales inquiries by sales rep (total, by month and product).
2. Works with the corporation's agencies (PR, Advertising, On-Line, Direct Mail, Telemarketing) to process sales inquires from their services.
3. Is able to deliver an accountable report for all lead generating activities.
4. Understands the chosen CRM system and works to make the system deliver qualified inquiries and sales leads in a timely fashion to the sales channel.
5. Understands database marketing and can make recommendations about the type of database structure needed.
6. Follows the written business rules which marketing and the sales channel must pursue to ensure 100% accountability for all lead generating activities.
7. Distributes to the sales channel, within two hours of data entry, qualified inquirers.
8. Understands and is capable of guiding the distribution of inquiries to direct or indirect sales channels by zip code, area code, county, state, longitude/latitude or country.
9. Understands how to grade inquiries based on the answers to profile questions.
10. Must be able to deliver qualified leads from the sales inquiries generated by the company (or vendors). Guides systems and processes to give the sales people qualified sales leads (not just inquiries).
11. Ensures the fulfillment of prospect requests for information within 24 hours.
12. Creates literature packages or PDF files for fulfillment.

13. Understands and is capable of guiding inquiry nurturing processes which ultimately deliver sales ready leads. Nurturing includes but is not limited to email, telemarketing, printed fulfillment, webinars, etc.
14. Has sufficient experience to recommend to marketing management, and the company's agencies, techniques to increase the number of qualified inquirers who respond to the company's promotional efforts.
15. Must be able to report on sales inquiry activity by product, by source, and source type.
16. Ensures that sufficient quantitative and qualitative research has been completed with prospects and customers so that management can make informed decisions about the ROI for sales inquiries.
17. Attends shows and exhibits to control the lead generating/gathering activity.
18. Guides the daily activity of the employee/vendor that is processing the sales inquires.

### **Qualifications**

1. Education: College degree (BS or MBA) preferably in marketing. Comparable life experience in lieu of degree a possibility.
2. Experience: 3 years industry experience or proven marketing achievements in a related industry is desirable.
3. Knowledge: An understanding of product positioning, promotion, and return on marketing investment are needed.
4. Previous positions in sales as a sales representative is a plus as this experience brings a balanced perspective and inclination for teamwork in achieving corporate goals.
5. Technically competent to judge the various programs that manage inquiries (SaaS, CRM and SFA programs, Marketing Automation software, etc).