



## **Job Description**

**Job Title:** Sales Operations Analyst

**Reporting to:** Sales Director

**Location:** Swansea/Cardiff (Hybrid)

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### **Job Purpose:**

The successful candidate will be part of a team responsible for optimising the SANS sales processes, leveraging advanced data analysis techniques to uncover actionable and measurable insights. The Sales Operations Analyst will contribute to strategic initiatives aimed at driving revenue growth across EMEA. As a meticulous and analytical Sales Operations Analyst the role requires a deep understanding of sales operations, advanced proficiency in CRM systems (Salesforce) and Microsoft Excel, along with exceptional communication and problem-solving skills.

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### **Main duties and responsibilities:**

#### **Sales Reporting and Analysis**

- Generate and analyse sales reports, dashboards, and other vital metrics to provide insights into sales performance, trends, and opportunities across SANS EMEA.
- Conduct thorough analyses of sales data to identify patterns, trends, and areas for improvement, presenting findings with actionable recommendation to the Sales Director and EMEA Leadership team.
- Develop and maintain standardised reporting templates and processes to streamline data collection and reporting across EMEA.
- Collaborate with cross-functional regions to integrate sales data with other key performance indicators (KPIs) and metrics, providing comprehensive insights into business performance within EMEA.

#### **Sales Forecasting and Planning**

- Assist the Sales and Regional Directors, in setting sales targets, commission structures and developing sales forecasts by analysing historical data, market trends and pipeline metrics specific to regions and verticals.
- Utilise forecasting techniques to predict future sales performance and revenue projections that will contribute to strategic decision-making and resource allocation.
- Monitor and track sales pipeline activity, identifying potential risks and opportunities to make proactive recommendations so sales targets can be achieved.
- Develop and maintain robust forecasting models and methodologies, incorporating feedback from Regional Directors and market intelligence to enhance accuracy and reliability.



### **Deployment Plan Assistance**

- Support the Sales and Regional Directors in developing and executing deployment plans for the EMEA regions.
- Assist in coordinating cross-functional efforts and resources to ensure successful implementation of the EMEA deployment plan and achievement of sales objectives.

### **CRM Management and Optimisation**

- Help manage and maintain the CRM system (Salesforce) to ensure data accuracy, completeness, and integrity within EMEA.
- Customise CRM workflows, processes, and reports to streamline sales operations and improve user productivity for Regional Directors and their sales teams.

### **Sales Process Improvement**

- Evaluate current sales processes, workflows and procedures within the EMEA region to identify inefficiencies and areas for improvement.
- Recommend and implement sales process enhancements, automation solutions and best practices to increase sales productivity and effectiveness across EMEA.

### **Sales Commission Plan Assistance**

- Collaborate with the Sales Director, Senior HR Manager and Regional Directors in developing, implementing and managing sales commission plans for the sales team across EMEA.
- Assist in defining commission structures, targets and performance metrics in line with sales objectives and company goals.
- Work closely with the Senior HR Manager to ensure compliance with company policies and regulations in commission calculations and pay-outs.
- Analyse commission data and provide insights to drive improvements in commission plans and incentive programmes.