

Pathway Rotational Program

Body of Knowledge: Sales

Sales fundamentals

Understand the key drivers of sales including the best practices, soft skills, and critical success factors necessary to successfully exceed customer expectations.

NOV compliance

The standards, processes, and procedures in place to ensure products, services, and practices comply with legal and regulatory requirements.

Business knowledge

Understand NOV's business processes and policies, the stages in organizational buying decision making and situations.

Organizational structure

Gain a basic understanding of the overall structure and functionality of NOV, the segments, and business units and how sales interfaces with the various part of the business.

Marketing strategies and trends

Analyzing the market to provide meaningful content, gain market intelligence, see trends, forecast and development tools to promote the value of selecting, owning and operating NOV equipment.

Product and facility knowledge

Understand NOV's current suite of products, new products, customer and market requirements. Learn how equipment is valued, priced, and managed through lifecycle and understand facility capabilities.

Customer relationships and account management

Develop relationships with new and existing customers to help NOV support and align with each customer's growth strategies and needs.

Sales and business technologies

Understand the various systems and applications used by the organization to successful run our business.

