



**Job Description**  
**Director of Sales**

**Probationary Period:**

**There will be a mandatory 90 day probation period for this position.**

- ❖ After 90 days either party may terminate this agreement without cause or justification.
- ❖ After 30 days either party may terminate this agreement with a 30 day notice

**Salary:**

**\$90K base**

**Incentive – Bonus**

**\$30K bonus potential**

**The terms of the bonus agreement will include, but are not limited to the following conditions:**

The bonus portion of the Director of Sales and the Sales Manager will be based on the ability of the sales management team to meet established quota goals and other key sales objectives. These goals include:

- 20% - Invoiced Revenue**
- 30% - Invoiced Net Margin Dollars**
- 20% - Customer Contact Time**
- 20% - Net Gain In Active Buying Accounts**
- 10% - Returns**

1. The bonus agreement will go into effect upon successful completion of the probation period
2. The employee will only receive a base salary during the probation period.

## **Basic Functions of Job**

**The Primary Function of this position is the ongoing development and implementation of a strategic business development plan to increase market share in specified target market segments.**

❖ **Develop An Effective Business Development Plan (BDP)**

- 1) Expand Growth Within Installed Customer Base
- 2) Expand Growth Within Designated Target Market Segments
- 3) Ensure Successful Implementation Across All Sales Segments

❖ **Analyze The Sales Organization's Processes And Work Flow Designs**

- 1) Make Recommendations For Increasing Effectiveness And Reducing Costs
- 2) Develop An Action Plan To Execute Approved Recommendations
- 3) Effectively Execute Action Plan Within Established Time Lines

❖ **Design & Implement A Sales Management Development Program Resulting In:**

- 1) Increased Sales Management Consistency Throughout The Sales Organization
- 2) Improved Ramp-Up To Profitability Of New Hires
- 3) Increased Sales, Profits & Customer Growth Across All Business Units

❖ **Design & Implement A Business Intelligence System**

- 1) Customer Intelligence
- 2) Industry Intelligence
- 3) Competitor Intelligence
- 4) Company Intelligence

❖ **Design & Implement A Sales / Marketing - "Results Improvement Strategy"**

- 1) Weekly Meetings With - Sales / Marketing / Product & Supply Management
- 2) Develop & Monitor An Effective Marketing Strategy That Will Ensure:
  - Regular Feedback From Customers & Account Managers
  - All Marketing Campaigns Are Reviewed For Accuracy And For Proper Product Descriptions And Competitive Pricing.
  - Product Management Is Aware Of, And Is Effectively Responding To, Product And Pricing Issues That Affect The Enterprise's Ability To Meet Established Revenue And Margin Budgets

## Work Performed

### Specific Duties

#### 1) Weekly 1 On 1 Sessions To Ensure Sales Managers Are:

- a) Conducting Call Coaching Session With All Account Managers
- b) Conducting Account Management & Performance Management Audits
  - \*Top Account Contact
  - \*Observations
  - \*Call Coaches
  - \*Performance Evaluation
  - \*Territory Management
- c) Contacting Key Decision Makers Of Top 100 Accounts
- d) Developing & Executing Performance Development Plans
- e) Conducting Weekly Team Meetings And Effectively:
  - Motivating
  - Educating
  - Communicating
  - Developing

#### 2) Daily Activities Should Include A Minimum Of 90 Minutes Of MBWA To:

- ✓ Motivate Account Managers & Sales Managers
- ✓ Maintain Focused On Outbound Call Blitzes
- ✓ Ensure Current Programs Are Being Discussed
- ✓ Provide Ongoing Coaching & Development
- ✓ Ensure Critical Success Factors Are Understood & Implemented.

### Monthly Responsibilities:

- a) Ensure That All Account Managers Receive Monthly Sales & Product Training.
- b) The Sales Training Should Include A Minimum Of 2ea. - One Hour Sessions
- c) Product Management Should Schedule The Product Training.
- d) Ensure Training Is Scheduled At Least Two Weeks In Advance
- e) Ensure All Account Managers Attend These Training Sessions.

## **Supervision**

### **Manager/Supervisor**

Vice President Of Sales

### **Positions Directly And Indirectly Supervised**

As Outlined In The Revised Organization Chart

### **Supervision Received**

- ✓ Receives Little To No Supervision.
- ✓ Guidance By Established Goals & Overall Company Objectives.

## **Minimum Requirements**

### **Education**

- ✓ Bachelor Degree / Equivalent Education & Work Experience.

### **Experience**

A Minimum Of 5 Years:

- Outbound B2B Telephone Sales
- Sales Management, And Marketing

### **Knowledge And Abilities**

- ✓ Must Have Basic Knowledge Of Industry & Target Markets.
- ✓ Must Have A Proven Track Record Of Meeting Quota Assignments.
- ✓ Must Possess Ability To Express Oneself Clearly In A Group Environment.
- ✓ Accuracy And Timeliness Of Reporting Responsibilities Is Essential.
- ✓ Must be willing to work On Weekends & Holidays When Deemed Necessary:

I Agree To This Employment Agreement As Outlined Above:

Employer: \_\_\_\_\_ Date: \_\_\_\_\_

Employee: \_\_\_\_\_ Date: \_\_\_\_\_