



Job Title: Director of Corporate Sales Training & Business Process Development
Department: Training & Development
Reports To: David Kalstrom
Pay Group: Exempt
Date Updated: 7/18/08

Objectives of Position:

“New Hire” Corporate Sales Training Program

1. To Develop and Implement a “New Hire” Corporate Sales Training Program for both Account Managers (AM) and Service Sales Representatives (SSR) that will increase the average quarterly Revenue and Profit sales performance of new hires by 50% over the same quarter from the previous year.

“Winning Large Sales Opportunities” Training Program

2. To develop and Implement an effective, profitable and repeatable process for managing the complexities of large sales opportunities. The process will include a “blueprint” and common language that will:
 - a. Allow all corporate team members the ability to rapidly identify the key elements of large sales opportunities and provide immediate feedback
 - b. Result in planning and reporting large sales opportunities with greater accuracy
 - c. Shorten sales cycles of large sales opportunities
 - d. Increase close rates of large sales opportunities by 50% over the same quarter from the previous year

“Business Process” Development Program

3. Bring years of business process design experience to the table and deliver a process mapping, workflow analysis, technology analysis, and future state design and transition plan that can be easily understood and implemented and then efficiently, effectively and profitably manage and drive the improvement process. This involves;
 - a. Standardizing and simplifying processes and training and rolling out changes to the entire organization.
 - b. Identifying opportunities for improvement through a diagnostic review of current business processes, systems, and internal controls and determine whether they add value and contribute to profitability.
 - c. Providing management a snapshot of areas that need to be strengthened by comparison to average benchmarks for competitors and best-practice companies as a gauge for potential business improvement.
 - d. Supporting decision-making processes by presenting alternate paths to optimization through a gap analysis and assessment of areas for "quick hit" vs. long-term redesign and improvement.
 - e. Developing and implementing performance metrics to measure the effectiveness and continued impact on profitability and productivity.
 - f. Ensure that all business processes are developed sufficiently to support the annual revenue and profit goals of the AMs and SSRs.

Results To Be Achieved

1. Exceed all Revenue and Profit Goals for AMs & SSRs during their first 12 months of selling
 - Revenue
 - Gross profit
 - Gross profit percentage
2. Exceed all Territory Management and Account Management Goals
 - Customer contact
 - Total dials
 - Average contact time
 - Total number of contacts
 - Total number of buying accounts
 - Total number of orders
3. Exceed all Corporate Sales Staffing Goals
 - # of Sales Representatives Selling

- # of Turnovers
- Turnover %