



## Director of Sales

**Reports To** Vice President of Sales

**FLSA** Exempt - Full Time

**City/State** Little Rock, AR

**Description** **GENERAL DESCRIPTION OF POSITION**

The Director of Sales will be responsible for keeping our company competitive and innovative, and for the planning, execution and management of sales activities to meet approved client metrics. They must be able to encourage and motivate remote working individuals to perform at their best while creating a team environment to exceed goals and performance expectations by placing a large volume of outbound calls to sell products. This position will also help identify, define, and implement technology and process improvement opportunities to better optimize our customer experience and sales capabilities.

Success will be measured by staff competency, productivity and outcomes, pipeline growth and lead conversion, and employee and client satisfaction. Emphasis will be placed on data monitoring, data-driven decision making, quality management, workforce planning, process enhancements, employee coaching and training to achieve optimal performance metrics.

While this position is primarily a management and leadership role, this person may be required to step in and fulfill direct sales duties.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Management/Supervisory**

- Responsible for obtaining profitable results through the sales team by exhibiting strong leadership traits and developing the team through motivation, counseling, skills development, and product knowledge development in order to accomplish specific objectives.
- Manage the sales administration function, operational performance reporting, and streamlining processes and systems wherever possible. Advise Vice President of Sales on maximizing business relationships and creating an environment where customer service can flourish.
- Responsible for developing a business plan covering sales, revenue, and expense controls, meeting agreed targets, use of CRM by staff, and promoting CGI's presence.



- Assist in the development of the annual marketing plan, specifically advising on: realistic forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and sales promotion programmed plans.
- Plan and implement a specific appraisal system that describes the responsibilities and performance standards for each member of the sales team, set individual territory sales and commission targets and administer the commission plan.
- Provide high standards of ongoing training for the team so that they possess sufficient knowledge to present information on the company's products in an accurate and balanced manner. Influence staff to take positive action and accountability for their assigned products/work.
- Establish sales related data standards for CRM, ensure that sales staff are entering appropriate data in a timely manner and provides regular auditing/management of data integrity.
- Responsible for the developing, automating, maintaining and reporting of all sales data, dashboards, and key performance indicators/metrics to help drive revenue and optimize sales efficiency. Utilize data to effectively track, forecast revenue, and provide analytical support in defining quotas, territory alignment and lead distribution.

#### **Direct Sales (as needed)**

- Utilize telephone solicitation, electronic and written correspondence and face-to-face and/or virtual meetings as tools in order to reach and exceed the budgeted exhibition revenue goal for each event
- Handle own administrative duties that include, but are not limited to, prospecting/lead generation, drafting communication & event/product specific sales templates, processing contracts, invoicing and collections, generating sales reports, etc.
- Identify cross-selling and up-selling opportunities, creating proposals and negotiating contracts with appropriate decision makers; execution of contracts; ensuring service delivery and client satisfaction
- Develop and nurture relationships with existing clients, sponsors and exhibitors
- Lead generation including, but not limited to, identification of target companies and influencers/decision makers; cold calling; qualifying prospects; and researching complimentary business markets to add to the CRM system
- Maintain knowledge of event budgets, timelines and exhibit/sponsorship deadlines
- Manage event floor plans and allocation of booth space; regularly monitor sponsor/exhibitor participation, feedback and satisfaction scores



- Regularly research exhibitions and/or competitive events, products, and associations for lead generation and creative ideas that will enhance CGI client events and products
- Demonstrate passion and high energy about understanding internal stakeholders and external clients, helping with their needs and challenges, and conducting timely and appropriate follow-ups
- Attend various company and department meetings as required; attend client events and provide on-site operational assistance to meeting management as needed

## Requirements

### EDUCATION AND EXPERIENCE

- Bachelor's degree or related professional qualification
- 5+ years of direct sales experience
- 5+ years of progressive leadership experience in managing and directing a sales team and planning and implementing sales operations and strategy
- Managerial experience in a call center or remote environment a plus

### SKILLS, KNOWLEDGE AND ABILITIES

- Proven experience in customer relationship management
- Proven experience in employee development and performance management skills
- Excellent oral and written presentation skills
- Excellent interpersonal communication skills
- Ability to analyze resources and environment appropriate to the scope of responsibility and design a course of action consistent CGI and client goals
- Proven experience in using data analytics to identify trends, monitor performance and develop strategic and tactical plans
- Proven experience in developing sales strategy
- Ability to examine operational procedures and developing/implementing new strategies and procedures
- Ability to participate as a team member fostering collaborative decision-making among leadership, committees, teams or work groups of diverse composition
- Ability to effectively prioritize and execute tasks in a high-pressure environment. Experience managing simultaneous projects and demonstrated leadership in a fast-paced environment
- Knowledge of U.S. healthcare industry a plus



### **COMMUNICATION CRITICAL THINKING SKILLS**

- Ability to read, analyze, and understand general business/company related articles and sales statistics/information;
- Ability to speak effectively before groups of customers or employees.
- Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

### **SOFTWARE SKILLS REQUIRED**

Intermediate: CRM/Contact Management, Salesforce experience a plus

Advanced: Microsoft Office (Word, Excel, Outlook, PowerPoint)

### **EXPECTED TRAVEL**

10%

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### **EQUAL EMPLOYMENT OPPORTUNITY**

CGI is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.