



Director of Sales

Reports To Vice President of Sales
FLSA Exempt - Full Time
City/State Little Rock, AR/Nashville, TN

Description

GENERAL DESCRIPTION OF POSITION

The Director of Sales will be an A-player challenged with helping CGI meet our revenue growth targets by keeping our company competitive and innovative. This position is responsible for planning, implementing, and managing the sales activities and objectives for CGI. He or she will be accountable for maximizing our sales team potential, crafting sales plans, and justifying those to plans to the Vice President of Sales.

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.



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 & 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' experience in all aspects of planning and implementing sales operations and strategy
- 5+ years' experience in managing and directing a sales team
- Proven experience in customer relationship management
- Analytic skills (evaluate reports and data to determine opportunities for improvement/growth)
- Excellent presentation skills (written, oral, and interpersonal)
- Strong leadership skills
- Comfortable with warm and/or cold calling



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, Spreadsheets, Presentation

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

EXPECTED TRAVEL

10%