



Director of Sales

Reports To	Vice President of Sales and Marketing
FLSA	Exempt - Full Time
City/State	Any location in the US
Description	GENERAL DESCRIPTION OF POSITION

The Director of Sales will plan, execute and manage sales activities to meet revenue and growth goals for CGI and our clients, primarily to healthcare customers. This director will manage a remote sales team and must be able to clarify goals, enforce standards, encourage, motivate and hold team members accountable to goals, as well as create a collaborative team environment. This position is also an influential leader in the company and will help identify, define, and implement technology and process improvements to optimize our customer experience and sales capabilities.

Success will be measured by goal achievement (revenue and growth), staff competency and productivity, pipeline growth, lead conversion, 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 from time to time.

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 remote-work 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
- Proven experience in developing data-driven sales plans. Analyze resources and environment and design a course of action to achieve sales goals
- Ability to drive continuous improvement; to examine operational procedures and develop / implement new strategies and / practices
- Experience in a fast-paced environment; able to effectively prioritize and execute, able to manage multiple simultaneous projects, and lead a team in such an environment
- Ability to participate in a leadership teams such as company leadership teams, committees, and work groups of diverse composition
- 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.