

## **JOB DESCRIPTION**

### **SALES DIRECTOR**

#### **Responsibilities:**

Responsible for the overall coordination, the functional management and leadership of all of the sales activities of the business

#### **1. Planning:**

- Responsible for the establishment of both annual and monthly sales objectives in coordination with the Company's business plan.
- Responsible for providing an annual Sales Plan and providing quarterly updates, revisions and modifications to the Plan.
- Responsible for coordinating the specific objectives of the Sales Plan with all of the functional departments of the company and, most specifically with Finance
- In coordination with the VP of Business Development, establishes both market and target customer strategies for the company.

#### **2. Execution**

- Responsible for the successful management of the needs of the Company's customers in order to meet the objectives of the company's overall business plans and strategies
- Manage all of the field and in house sales functions of The Company's facilities.
- The position specifically is responsible for field sales, inside sales and telemarketing, and all customer support functions of the business
- Define and manage the monthly and annual sales objectives for all of the sales personnel
- Spend a significant portion of time in the field both with individual accounts and co-traveling with sales personnel
- In coordination with VP of Business Development, establish compensation plans for all sales personnel including salary structures, commission plans, sales contests and bonus plans
- Keep up to date with recent market and industry trends, competitors, and leading customer strategies