

PROPELLING



EXCELLENCE

## Director of Sales Operations

### Job Description

The Director of Sales Operations plays a pivotal role in driving the company's growth and success. This role is responsible for the strategic development, performance, and maintenance of the company's sales department. The Director of Sales Operations will steer the sales team toward achieving strategic objectives and revenue targets while maintaining strong client relationships, quantifiable metrics, reporting, forecasting, and vendor reporting. This position is instrumental in driving sales innovation and market expansion initiatives, ensuring our company remains competitive and at the forefront of industry advancements.

The Director of Sales Operations reports directly to the Head of Sales and mentors a team of regional sales managers as direct reports. This position offers the chance to make a significant impact on our company's success and industry leadership.

### Duties & Responsibilities

#### Leadership

- Provide departmental leadership by setting goals, metrics, and forecasting reports to measure growth and sales targets while building tools and systems to maximize the success of the department.
- Communicate and engage with the Executive Team as a strategic business partner to provide insight and recommendations guiding decision-making.
- Provide performance management to the sales team by collaborating on strategy, tracking departmental performance, and forecasting to improve results, reach sales goals, and facilitate strong client relationships.

#### Sales Management

- Develop and implement strategies to achieve sales goals, expand customer base, and increase profitability and efficiency
- Analyze sales performance statistics, market trends, consumer behavior, and competitor activities to make data-driven decisions identifying emerging markets and market shifts while being fully aware of new products and competition status.
- Establish and maintain strong relationships with key clients, partners, and stakeholders to enhance business opportunities and drive sales initiatives.
- Lead efforts to optimize revenue generation, cost controls, and profitability maximization, driving efficiency within the department.
- Maintaining accurate records of leads, prospects, pricing, sales, and activities
- Create, manage, and deliver various marketing tools.

#### Operations

- Oversee and evaluate the sales department to ensure effectiveness, productivity, and the proper functioning of all related systems, databases, and sales applications with the Head of Sales.
- Assign sales territories and set sales quotas/goals with the Head of Sales.
- Collaborate with other departments to optimize sales processes and improve customer experience.



### Experience & Qualifications:

- Bachelor's Degree in Business Administration, Marketing, Finance, Legal, or related field.
- Minimum 10 years of sales experience and 5+ years of experience leading a sales department with progressive responsibility supporting business-to-business solutions and long sales cycles.
- Strong computer/technical skills including MS Office, MS Teams, and CRM software/tools.
- Proven track record of developing strategy, driving sales and market development while building and mentoring a high-performing sales team to drive revenue growth.
- Demonstrated understanding of industry regulations, compliance standards, and best practices in sales management to ensure ethical and legal conduct.
- Experience in a distribution company with a high value and mechanically technical product, with interfacing with vendors is preferred

### Skills & Abilities

- Team builder – Proven ability to attract, develop, and motivate a high-performing team. Passionate and energetic, able to motivate and inspire others and build trust across an organization through strong coaching and mentoring skills.
- Communicator – Has exceptional emotional intelligence skills to build, cultivate, and facilitate strong working relationships to effectively communicate vision and turn concepts into actionable plans while clearly articulating key strategies, plans, and reports aligned to drive tangible business impact.
- Decisionmaker – Able to establish credibility and be decisive; make decisions that support the organization's preferences and priorities. A “quick study” who can balance the demands of developing and implementing short-term and long-term programs to maximize value. Fully capable of operating in a fast-paced environment and managing pressure well.
- Flexible, strategic collaborator with uncompromising integrity, ethical standards, and moral character with a strong work ethic and a “roll-up-your-sleeves” mentality.
- A passion for customer success and working towards results and customer satisfaction demonstrated through excellent interpersonal and communication skills to build rapport with clients, resolve conflicts, and represent the company effectively in various settings.
- Strong project and people management skillset; process-driven mindset and capable of prioritizing and managing multiple tasks
- This role requires an individual who can work strategically and take a high-level view but balance that with a delivery-focused attitude to solving problems and delivering results.
- This role is a largely internally focused position, interfacing with interdepartmental processes, sales team management, and vendor relations.