



## Director of Sales

The Director of Sales is responsible for all aspects of the sales lifecycle and supporting activities to ensure the effective capture of net new and sustained business aligned with company-wide financial goals. A core responsibility of the role is managing all revenue generating functions and staff positions within the company including Inside/Outside Sales Representatives, Presales Engineers, Marketing Staff and Program Management Staff. Key roles include: prospecting and qualifying new and existing sales opportunities, performing onsite/online demonstrations, proposing and closing contract types for all of the company's offerings as well as driving and overseeing the response of key company-wide capture management initiatives. Responsibilities also include development of strategies to help drive demand, including direct marketing, internet inbound marketing strategies, and trade show participation. The Director of Sales will reside on the company Leadership Team and hold an accountable role within the company's governing operating system. This position will report directly to the Vice President of Sales & Operations.

### Essential Duties and Responsibilities:

- Assess local market conditions and identify current and prospective sales opportunities
- Share knowledge with Leadership and other managers on effective practices, competitive intelligence, business opportunities and needs
- Network to improve the presence and reputation of the company
- Stay abreast of competing markets and provide reports on market movement and penetration
- Build and develop a solid sales team that exceeds sales goals
- Report sales data to the Leadership Team which includes activities, opportunity statistics, quotas, pipeline, forecast, referrals, and commissions
- Assist with the development of department/division budgets
- Assist and facilitate proposal responses for major sales opportunities
- Drive capture management initiatives and lead pursuit of large contract vehicles.
- Identify and cultivate partnerships with lead Prime Contractors in the industry to expand key business opportunities.
- Cultivate and expand partnerships with current and new key OEMs and vendors / distributors of relevant hardware and software solutions in order to enhance company's competitive offerings.
- Establish annual and monthly sales objectives in coordination with the company's business plan
- Develop and oversee the annual sales plan
- Provide leadership to the day-to-day operations of the sales department, while maintaining focus on the company's strategic goals
- Monitor the Sales Team productivity and motivate them to reach monthly goals
- Oversee and provide guidance to facilitate the relationship between Sales Reps and Presales Engineers to drive effective pursuit of opportunities.
- Analyze sales statistics to determine business growth potential
- Establish both the market and target customer strategies for the company within all territories
- Conduct weekly sales meetings to ensure sales activities and opportunities are within compliance of company policies and procedures
- Provide guidance to the Sales Team so that sales goals are met
- Establish and manage sales quotas by reviewing sales opportunity history and forecasts. Provide motivation, guidance and support to Sales Reps required to reach individual and team goals.
- Oversee the sales generation and productivity of the Program Management team.
- Weekly review of the Sales Funnel; ensure the sales pipeline remains full with qualified leads and prospects
- Remain knowledgeable of market and industry trends, competitors, and leading customer strategies
- Oversee and drive marketing campaigns and initiatives, and coordinate marketing efforts with other departments of the company

- Collaborate with the appropriate departments to develop and maintain a sales and marketing plan that supports customer needs
- Manage budget and allocate funds appropriately
- Bring out the best of company's personnel by providing training, coaching, development and motivation
- Identify areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Adhere to high ethical standards, and comply with all regulations/applicable laws

**Additional Duties and Responsibilities:**

- Contribute to and participate in regular company meetings to deliver team and company updates
- Serve as change management coach to sales and project teams
- Assist the Sales Team with daily activities as needed
- Develop training programs to develop and refine the skills of the sales team
- Develop in-depth knowledge of the Federal Government service/cloud/product offerings and how it relates to customer's needs
- Review IT and Federal Industry publications and online materials to remain up-to-date with current and future technologies emerging in the industry
- Ensure consistency of existing systems through creating, maintaining, and enforcing standards/procedures for daily activities
- Manage the vendor / manufacturer training and certification programs for the company, including assurance that appropriate staff meet necessary certification levels and vendor partnership levels are maintained.
- Responsible for the overall management of vendor/manufacturer partnerships, including cultivation and growth.
- Develop training programs to develop and refine the skills of the sales team
- Understand and enforce processes in CRM and presales design platform in DTools and/or other relevant company platforms.
- Document internal processes and procedures related to duties and responsibilities
- Improve customer perception and satisfaction

**Knowledge, Skills, and/or Abilities Required:**

To perform this job successfully, the Sales Manager must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Proven management experience
- Sufficient knowledge of modern management techniques and best practices
- Extensive experience in all aspects of the sales lifecycle
- Ability to meet sales targets and production goals
- Familiarity with industry's rules and regulations
- Federal Government sales experience
- Excellent organizational and presentation skills
- Results driven and customer focused
- Leadership and human resources management skills
- Competent writing and proposal development skills
- Skill in strategic planning with an ability to think ahead and plan over a 6 – 12 month time span
- Demonstrate effective communication skills using tact and courtesy along with the ability to handle pressure sensitive situations
- Self-motivated with the ability to work in a fast moving environment

- Good interpersonal and time management skills
- Demonstrated level of success in the development of client relationships
- Flexibility ability to travel throughout the region
- Skill in preparing written communications and materials
- Interpersonal skills: such as telephony skills, communication skills, active listening and customer-care
- Ability to multi-task and adapt to changes quickly
- Demonstrated level of success in the development of client relationships
- Proficient with general MS Office applications
- Bachelors Degree or Associates Degree required.