

## JOB DESCRIPTION

<b>Job Title</b>	<b>VP of Sales</b>
<b>Department Name</b>	<b>Sales</b>
<b>Primary Responsibilities</b> (General description of job)	
The primary responsibility of the VP of Sales is to ensure that Business Development Directors (BDDs) they manage achieve their annual sales gross profit (GP) goals. These goals will typically increase by 10% year to year. The VP of Sales is responsible for developing and executing a sales go-to-market strategy, creating a high caliber sales team and culture, driving sales productivity on a daily basis, improving the close rate and accelerating the sales cycle.	
<b>Key Accountabilities</b> (Specific functions as relate to job)	
<ul style="list-style-type: none"><li>• Develop and execute a sales go to market strategy<ul style="list-style-type: none"><li>○ Evaluate market and sales trends and identify areas of opportunity</li><li>○ Determine target markets and industries</li><li>○ Establish target account criteria</li><li>○ Identify and assign target accounts to BDDs</li></ul></li><li>• Create a high caliber sales team and sales culture<ul style="list-style-type: none"><li>○ Set annual, quarterly and monthly team/AE financial goals</li><li>○ Lead in budget planning; manage department budget</li><li>○ Lead, coach and manage BDDs</li><li>○ Plan and lead on-going sales process and skills training</li><li>○ Recruit and train new BDDs</li><li>○ Objectively evaluate BDD performance; establish development plans where appropriate</li><li>○ Recognize and reward success</li></ul></li><li>• Drive sales productivity<ul style="list-style-type: none"><li>○ Establish consistent discipline around sales process; continuously improve the sales process and methodology</li><li>○ Identify key strategic accounts for each BDD; for each, hold BDD accountable for maintaining and executing a strategic account plan</li><li>○ Track and monitor BDD activity and direct efforts where necessary for maximum results</li><li>○ Assist and support BDDs on specific opportunities where necessary to advance the sale</li><li>○ Review all pricing proposals</li><li>○ Review and validate forecast data using Salesforce.com; hold BDDs accountable for the accuracy and timeliness of the Salesforce.com data</li><li>○ Design and facilitate sales meetings</li></ul></li><li>• Improve the close rate; Accelerate the sales cycle<ul style="list-style-type: none"><li>○ Brainstorm on differentiated solutions that are core to MotivAction</li><li>○ Establish relationships with senior buyers in key accounts</li><li>○ Consult on sales activities/techniques that advance sales</li><li>○ Recommend and implement methods to enhance sales operations</li><li>○ Approve pricing and packaging strategies</li></ul></li></ul>	

### Qualifications, Skills, Experience

- Executive level business acumen
- Excellent organizational skills
- Proven leadership skills
- Polished presentation and speaking skills
- Background in agency or professional services industry sales (Incentive Marketing, Consulting, Advertising, Training, Sales Promotion or Incentives)
- High energy
- 5+ years direct selling experience
- 5+ years of sales management experience
- Demonstrated success driving sales process for increased success
- High and unwavering standards for quality and customer satisfaction
- Tech savvy
- CRM experience
- Outstanding written and verbal communication skills
- 4-year degree

### How this Position will be Measured

- Sales growth 10 – 15% annually

**Reports to:** President

**Date Updated:** January 10, 2012