RETAIL SALES OPERATIONS DIRECTOR

Job Description:

The Retail Sales Operations Director manages support functions essential to retail sales force productivity. These include planning, reporting, quota setting and management, sales process optimization, sales job design, sales training, sales program implementation, sales compensation design and administration, and recruiting and selection of sales force talent. The Retail Sales Operations Director is responsible for the overall productivity and effectiveness of the assigned sales organization. Reporting to the Vice President of Retail Sales Operations, the Retail Sales Operations Director also works closely with internal and external stakeholders to ensure the appropriate objectives and priorities are enabled within the sales organization supported.

Job Responsibilities:

* Lead and motivate staff to improve customer service with clients.
* Design and implement strategic plans to reach sales targets.
* Cultivate lasting relationships with customers to grow customer loyalty.
* Develop and promote weekly, monthly and quarterly sales objectives.
* Draft detailed and accurate sales reports.
* Work with customers to better understand their business needs and goals.
* Assess costs, competition, and supply and demand to identify selling prices.
* Estimate sales volume and profit for current and new products.
* Establish a sales training program to train new employees.
* Meet with sales managers to assess company performance.
* Motivate and energize the sales team
* Create and communicate weekly, monthly, quarterly and annual sales goals and ensure C-level executives know the progress towards those goals
* Develop and execute strategic plans to achieve sales goals and expand the company’s customer base
* Prepare sales reports and sign off on their accuracy before submitting them
* Assess the competitive landscape and institute changes to the sales program in response to competitor changes and industry standards
* Establish a referral network with local businesses and find opportunities to maximize value from those connections
* Implement a sales training and orientation program to educate new hires as the company grows
* Manage client lists
* Coordinates sales forecasting, planning, and budgeting processes used within the sales organization.
* Proactively monitors and strives to maintain high levels of quality, accuracy, and process consistency in the sales organization’s planning efforts.
* As needed, coordinates planning activities with other functions and stakeholders within the firm.
* Supports the equitable assignment o f sales force quotas and ensures quotas are optimally allocated to all sales channels and resources.
* Works to ensure all sales organization objectives are assigned in a timely fashion.
* Proactively identifies opportunities for sales process improvement.
* Works closely with sales management to inspect sales process quality and prioritize opportunities for improvement.
* Assists sales management in understanding process bottlenecks and inconsistencies.
* Facilitates an organization of continuous process improvement.
* Monitors the accuracy and efficient distribution of sales reports and other intelligence essential to the sales organization.
* Recommends revisions to existing reports, or assists in the development o f new reporting tools as needed.
* Implements enabling technologies, including CRM, to field sales teams. Monitors the assigned sales organization’s compliance with required standards for maintaining CRM da ta. Works closely with sales management to optimize the effectiveness of the firm’s technology investments.
* Coordinates training delivery to sales, sales management, and sales support personnel in the sales organization supported.
* Provide input to senior leadership in the development and administration of sales incentive compensation programs.
* Working with Accounting, Finance, and Human Resources, provides assistance with sales incentive compensation administration on an as-needed basis, or when required to arbitrate or clarify the application of sales compensation program policies and procedures.
* Directs and supports the consistent implementation of company initiatives.
* Builds peer support and strong internal-company relationships with other key management personnel.

Job Qualifications:

* Masters in marketing or related field
* Experience as a Retail Sales Operations Director

Opportunities as a Retail Sales Operations Director are available for applicants without experience in which more than one Retail Sales Operations Director is needed in an area such that an experienced Retail Sales Operations Director will be present to mentor.

Job Skills Required:

* Understanding of the retail industry
* Understanding of the retail needs of the company
* Understanding of the sales and marketing industry
* Understanding of the company’s marketing needs
* Proven success in sales
* Great interpersonal and communication skills
* Business development and strategy implementation knowledge
* Strong leadership and decision making skills
* Ability to sell, manage and drive growth
* Excellent customer relationship management skills
* Ability to meet sales targets and production business goals
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Familiarity with industry’s rules and regulations
* Ability to lead
* Ability to resolve interpersonnel issues