SALES DIRECTOR

Job Description:

A director of sales is responsible for managing all sales operations for an organization or business. Their duties include drafting sales reports, meeting sales targets, and estimating sales profit for products. Also known as sales directors, these experts are talented in negotiation and marketing. A director of sales is responsible for all of the sales of a company. They manage all of the sales activities and sales managers. A few of the main duties of a director of sales are training sales managers, identify key markets, stay on top of emerging trends, and collaborate with teams. They also develop sales reports for the entire company. Some of the jobs titles that a director of sales has held prior are sales agent and sales manager. Sales directors are responsible for maintaining good relationships with vendors and clients. Sales directors report to higher level administration and executives.

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

Job Qualifications:

* Bachelors in marketing or related field
* Masters in marketing preferred
* Experience as a Sales Director

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

Job Skills Required:

* Understanding of the sales and marketing industry
* Understanding of the company’s marketing needs
* Great interpersonal and communication skills
* Proven success in sales
* 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