

Organization: Pop! Promos Inc.

Job Title: Senior Director of Sales

Summary

The Senior Director of Sales is tasked with increasing revenue through the acquisition and nurturing of relationships with our most valuable accounts. This is accomplished through consultative sales techniques, fostering robust relationships with customer executives, and providing solutions that directly benefit their businesses.

Reporting directly to the Chief Sales Officer (CSO), the Senior Director of Sales collaborates closely with other Account Executives and sales team members to propel revenue growth.

Our most valuable accounts are well-known promotional product distributors with enterprise level customers whom we believe we can grow substantially by employing a consultative and intensive sales approach. These accounts typically actively seek innovative strategic solutions beyond mere product offerings and pricing structures, demonstrating a readiness to engage as strategic partners.

Essential Duties and Responsibilities:

1. Forge robust relationships with C-level executives and key contacts within each assigned account.
2. Collaborate with internal departments, customer resources, and third-party strategic partners to develop, implement, and oversee impactful solutions.
3. Formulate strategies for acquiring new, lucrative enterprise accounts while effectively managing existing clients to optimize customer satisfaction, account penetration, and revenue/margin growth.
4. Partner closely with the Chief Sales Officer, Inside Sales Manager, and Sales team members to contribute to the development and execution of account strategies.
5. Coordinate with Pop! Promos Account Executives to ensure high quality account management and order processing.
6. Regularly engage with the Pop! Promos sales team to ensure alignment in sales approaches for high-value accounts, fostering a culture of success that drives business growth, collaboration, and achievement of annual performance goals.
7. Monitor customer, market, and competitor trends, providing actionable feedback to Pop! Management and Sales teams.

Qualities, Experience and Educational Requirements:

1. Bachelor's degree (BA/BS) is required, or alternatively, a minimum of 10 years of experience in Strategic Sales or Business Development

2. Over 5 years of sales experience in the Promotional Products industry with a demonstrated track record of success.
3. Driven, collaborative, team player who thrives in a dynamic, fast-paced environment.
4. Candidates with experience in developing and implementing e-commerce business strategies is a plus.
5. Strong communicator with a demonstrated track record of writing and presenting effectively to diverse audiences
6. Capable of effectively engaging with individuals at all levels of an organization, both internally and externally, fostering productive interactions.
7. Proficient in CRM utilization and well-versed in Google Suite software, with a demonstrated ability to quickly grasp and adapt to other job-related software as needed
8. Willingness to travel 30-40% of the time.

Benefits

- Health Insurance, including dental and vision
- *Retirement plan with competitive company match
- 16 days PTO to start, additional days added with tenure!
- 9 paid holidays
- Life Insurance
- Voluntary ancillary insurances
- Frequent team bonding: in-person and virtual!
- Off at noon every other Friday in summer!

We're an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.