

Director of Sales

Foxtrot Marketing Group (formerly 20/20 Brand Solutions)

PPAI#: 104295

South St. Paul, MN (Remote work)

To apply, send resumes to nrhoda@mlcv.com

Foxtrot Marketing Group is a promotional products distributor and marketing services partner that recently underwent a major rebrand. We've been in the business more than 40 years and provide a superior online company store platform and consultative practice. We consider ourselves an extension of our clients' marketing teams, protecting their brands and helping engage their employees, channel partners, and customers.

Role:

Responsible for creating and developing a high performing sales team (people management) and leading them to achieving revenue objectives (business management) and meeting customer expectations (customer management). The sales team is comprised of business development managers (BDMs) focused on obtaining new business and account managers (AMs) focused on growing existing business.

Responsibilities:

- **People Management**
 - **Communicate sales targets and develop performance plans to achieve assigned targets**
 - **Consistently review sales performance and progress against plan**
 - **Coach and mentor individual BDMs and AMs to improve sales performance to ultimately meet or exceed plan**
 - **Recruit, train, and onboard new BDMs/AMs as needed**
 - **Act as an advocate of company culture and values to drive sales results**

- **Business Management**
 - **Determine and assign sales quotas**
 - **Project and forecast annual and quarterly revenue**
 - **Analyze sales data and develop plans to address performance gaps**
 - **Develop scalable sales process and ensure adherence**
 - **Foster positive collaboration between sales and other company entities**
 - **Ensure BDMs/AMs employ sales technologies, such as a CRM, correctly**
 - **Monitor competition, economic indicators, and industry trends**

- **Track sales metrics and share with company leadership**
- **Customer Management**
 - **Maintain a deep understanding of customers and their preferences**
 - **Resolve escalated customer issues regarding sales and service**
 - **Provide expertise when setting and adjusting pricing**
 - **Provide advanced negotiation expertise and act as focal point for proposals, agreements, and contracts**

Performance Skill Requirements

- **Demonstrated track record of meeting/exceeding goals as a sales leader**
- **Successful experience in building a sales team from the ground level**
- **Skilled at building rapport, opening doors, and understanding business requirements of senior decision makers**
- **Working knowledge of e-commerce and social media platforms for use in sales and marketing**
- **Skilled at negotiation and closing**

Experience/Education/Certification Requirements

- **Five years B2B sales experience**
- **Experience leading a team**
- **Experience in prospect qualification, solution selling, and technical sales is required**
- **Promotional products industry experience is highly desirable**