

# Vice President of Sales

<b>Reports To:</b>	President
<b>Direct Reports:</b>	National, Regional, and Key Account Managers
<b>Position Type:</b>	Full-Time
<b>Classification:</b>	Exempt

## Job Overview

As the Vice President of Sales, your primary mission will be to shape the future of our sales department, bridging the gap between company strategy and sales execution. By integrating deep insights from market research, customer feedback, and industry trends, you will craft robust sales strategies that propel the business to the forefront of our industry. Furthermore, you'll be responsible for refining and optimizing our sales processes, ensuring they're not only efficient but also align with the ever-evolving needs of our clients and the broader market. This role is instrumental in driving the overall business trajectory, ensuring scalability, fostering innovation, and cementing our position as a leader in our industry.

## Role & Responsibilities

- Direct and coordinate all company sales functions.
- Develop, manage, and continuously improve sales systems, structure, and processes.
- Set short- and long-range goals, objectives, policies, and operating procedures for sales teams and individuals.
- Establish, monitor, and analyze KPIs to determine the effectiveness of sales and methods, costs, and results.
- Plan and conduct regular sales meetings and one on one meetings with direct reports.
- Continuously train and hold accountable sales personnel to systems, processes and KPIs.
- Conduct routine field rides with direct reports for both training and customer relationship building purposes.
- Design win-win compensation plans that motivate and financially benefit sales personnel as the company grows profitably.
- Collaborate with the leadership team to develop sales budgets.
- Effectively utilize sales budgets to grow sales profitably.
- Develop expense guidelines and hold sales personnel accountable to them.
- Recruit, promote, and develop exceptional sales professionals that exemplify company values and consistently and effectively communicate our value proposition.
- Oversee relationships with national accounts and other key customers.
- Coordinate and attend major tradeshow, national meetings, and events.
- Negotiate contracts, special pricing, rebates, and terms with major distributors and customers.
- Collaborate with the leadership team to develop the overall company strategy.

- Conduct competitive analysis and provide reports and recommendations to leadership to guide the company strategy.
- Recommend new or improved products and services to identified as opportunities in the marketplace to enhance the company's value proposition.
- Inform the leadership team of industry standards, protocols, rules, and regulations, based on new and/or the most current information.
- Create and deliver presentations during educational sessions of trade shows and events as necessary.
- Most importantly, help our people become the best versions of themselves and put the greater good of the company and the families it supports above all.

## Qualifications

- Bachelor's degree in Business, Marketing, Communications or related field; MBA preferred.
- 10+ years of experience in senior level sales position with leadership being a key focus.
- Professional written and verbal communication skills; strong interpersonal skills.
- Experience structuring sales repeatable and measurable sales processes.
- Experience structuring sales quota goals, revenue expectations, and compensation plans.
- Ability to motivate teams to produce quality results within tight timeframes.
- Ability to simultaneously manage several projects.
- Ability to participate in and facilitate group and individual meetings.
- Position requires willingness to work a flexible schedule.
- B2B selling experience & distribution model highly preferred.
- Business travel required.

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*This position description is not to be construed as an exhaustive statement of accountabilities, duties, responsibilities of requirements. Any individual may be required to perform any other job-related activities or functions requested by his/her manager, subject to reasonable accommodation. J Charles reserves the right to modify this job description to reflect changes in essential job duties made necessary by changing organizational needs, subject to reasonable accommodation.*