

Summary

Job Title

Sales Manager SDL

Department

SDL

The **Sales Manager** position is responsible for leading the sales team to successfully accomplish the Company's sales and marketing objectives.

Key responsibilities include business development, sales management, lead generation, marketing, sales budgeting and reporting, achieving group sales and operational goals, developing sales plans, selecting and implementing a CRM system and strategic planning for the Company's sales strategy. Leads team by example at every level of interaction with both team members and clients.

Reports To: Chief Operating Officer or President/CEO

Key Responsibilities

RESULTS

Group Sales Goals **20%**

- Achieves group goals and objectives set for customer retention, close rates and new business volume
- Achieves group goals and objectives set for gross margins and the profitability of new business

Team Leadership **20%**

- Provides a minimum of one piece of valuable feedback in Threads every two weeks for a team member.
- Consistently reads feedback and follows up with relevant training, mentoring, encouragement and accountability for individuals on their team
- Ensures reviews are completed on schedule for each team member; reviews and compensation are accurate, consistent and effectively communicate employee standing within the organization

Customer Relationship Management **15%**

- Develops and maintains a group of strong, established customer relationships
- Actively works to develop new customer relationships and assists members of the Sales Team with relationship development
- Develops methods to cross sell additional Company services and products to existing customers

Sales Management	15%
<ul style="list-style-type: none"> • Works to define and train the Sales Team on a highly effective sales process • Uses experimentation and data to generate new ideas to continually refine our sales process and improve our close rate • Mentors and develops the sales skills of all members of their team; coaches sales personnel in overcoming objections and obstacles in our sales process 	
Marketing / Lead Generation	15%
<ul style="list-style-type: none"> • Active involvement in leadership roles inside our company and within our industry • Uses experimentation and data to identify new cost effective lead sources for the sales process • Leads the preparation and delivery of customer presentations and other marketing materials 	
Strategic Planning	15%
<ul style="list-style-type: none"> • Makes valuable contributions to the Company's strategic planning process, sales and marketing strategies • Uses customer knowledge to identify opportunities or future trends that will impact the Company's business 	
Total	100%

CORE VALUES

Team Work	20%
<ul style="list-style-type: none"> • Works well with others to solve problems and reliably supports the people on their team • Contributes to an environment of free flowing communication that helps us to collaborate • Demonstrates personal accountability to co-workers by fulfilling their role on the team 	
Integrity	20%
<ul style="list-style-type: none"> • Honors commitments and accepts responsibility for their actions • Does the right thing, regardless of the situation or external pressures • Works hard to support their team members' ability to have a healthy work/life balance 	
Capable	20%
<ul style="list-style-type: none"> • Provides great service that creates customer satisfaction, referrals and long-term customer relationships • Completes work in a responsive manner to ensure our customers receive reliable and dependable services • Takes pride in their work and holds themselves to a very high standard of performance 	
Friendly	20%
<ul style="list-style-type: none"> • Provides warm, personalized service and makes clients feel like we are a part of their team • Consistently makes a little extra time to be friendly, get to know our clients and make every client feel important • Considers what might be important to each client, anticipates needs and then acts proactively 	
Creative	20%
<ul style="list-style-type: none"> • Sticks with difficult problems and keeps at them until they are solved • Shows a strong desire to learn new things and improve their professional skill set • Approaches their work with each client with an open mind, listens well and values other opinions 	
Total	100%

Requirements

Educational and experience requirements include:

- Bachelor's degree business, marketing or in a relevant field
- Relevant experience in a leadership or sales and marketing role, preferably in a related industry
- Strong leadership and strategic planning skills
- Strong customer relationship building skills
- Above average written and verbal communication skills to interact with customers, prospects and sales team
- Proven sales management skills
- Proven marketing skills and a demonstrated ability to generate sales leads
- Must have current & active resident state & non-resident insurance licenses