

Director of Sales, Customer Experience, and eCommerce

ePromos Promotional Products

St Cloud Minnesota, Accepting Remote Applications

Why ePromos:

ePromos has been the industry's leading distributor in the promotional space for over 20 years having pioneered many of the e-commerce practices which are commonplace today. Our award-winning website combined with our sales strategy, service capabilities and enterprise-level solutions set us apart and form the special sauce that is ePromos Promotional Products, LLC. We have a unique culture—one that consists of a flexible and collaborative workforce spread across the country. Our values are strong with a deep-rooted emphasis on giving back as part of our ePromos Cares mission. Together, we have worked year-after-year to continuously raise our standards and strive for growth—each year learning and adapting to what's ahead.

The role:

“google us once and we will make you a customer for life”

ePromos is excited to find the right candidate to take our ecommerce sales division to the next level! This director level position will co-report to the Sr. VP of Sales and the Sr. VP of Operations with the main responsibility of developing and driving the overall sales and operations strategy for our fast-growing ecommerce sales channel. Backed by our industry awarding winning website you will lead Sales, Customer Care, Sales Operations, Support Functions and overall 'Customer Experience' across all contact channels. Utilizing, phone, email, chat, etc. to deliver revenue and gross profit growth targets while offering high levels of customer satisfaction in a complex and dynamic environment. You will accomplish this by leveraging and being in sync with our Marketing, Merchandising and IT departments, while simultaneously aligning with all Corporate initiatives. You will oversee a current staff of 75 + members and partner with the Talent Acquisitions and Training departments to continue to add and train qualified new Sales Reps of various levels of experience (including management). Your focus will be to consistently work towards the goal of maximizing the conversion of leads and drive retention efforts across the entire sales channel.

You will be required but (not limited to):

- Provide strong, dynamic leadership that mentors, develops, and guides Team Members to achieve goals
- Develop and execute the policies and procedures needed to make things happen
- Partner Effectively with the Enterprise Sales division
- Ensure performance metrics include call efficiency, low abandonment rate, high conversion rates, high retention growth, staffing utilization, acceptable turnover, and financial performance
- Drive staff development programs that enhance employee engagement, service, knowledge, skill and, morale

- Build a winning culture and the ability to connect with all levels of personnel
- Build highly effective sales channels for both inbound and outbound sales
- Manage the department budget
- Provide customer feedback to the overall business
- Display a proven track record of acquiring, growing, and retaining clients, as well as exceeding goals.
- Drive solution based selling techniques
- Define and oversee compensation and incentive plans
- Experience creating, defining and implement sales strategy and have intimate understanding of what makes salespeople successful
- Ensure appropriate lead routing
- Conduct Sales Team Meetings, 1on 1s, quarterly and yearly performance reviews
- Attend industry Specific events, trade shows, and or meeting to leverage supplier benefits
- Maintain a top-level, in-depth knowledge of relevant product, industry, and retail merchandise trends, including but not limited to industry publications, newsletters, webinars and/or events
- Attend any company training, meeting and events as required

Skills required:

- 7+ years of experience managing onsite and remote operations (100+ agents), ideally in a high-growth environment
- Experience managing sales team in a B2B product centric environment with a demonstrated track record of results
- Be an outside the-box thinker
- Experience in the Promotional Products, Product Personalization, or Corporate Giving Market Preferred
- Proven Experience leveraging technology to optimize sales and customer operations
- Track record of driving cost reductions without negatively impacting performance or customer satisfaction
- Deep knowledge and experience managing workforce planning, high volume recruiting, and training in a multi-site and high growth environment.
- The ability to think both tactically and strategically while being analytical and data driven
- Experience working in Salesforce
- Must be willing to work extended/flexible hours with the ability to travel as needed
- Strong understanding of logistic, warehousing, and fulfillment
- Comprehensive knowledge of sales practices
- Lead-by-example leadership style who can have fun and demonstrate creativity
- Self-motivated and comfortable in an environment with a high degree of change

Think you have what it takes? We offer:

- Competitive Salary commensurate with experience

- Bonus
- Full Benefits Plan
- 401k match opportunity
- The ability to work remotely from a home office

Please contact Erika Ruhlman at [Erika.ruhlman@epromos.com](mailto:Erika.ruhlman@epromos.com)

Or Apply Direct at:

<https://epromos.applytojob.com/apply/V1FUIAhzxw/Director-Of-Sales-Customer-Experience-And-ECommerce>