

Job Description: Director of Sales



Position Overview

Reporting directly to the CEO, the Director of Sales will provide daily motivation, coaching, strategy, and direction to the Field Sales and Inside Sales Teams with the goal of driving sales growth and achieving our internal sales plan. The Director will assist in developing the sales growth goals, sales process, compensation, and analytics to support the team. This role includes coaching, training, motivation and team development. The Director will leverage our technology (CRM, ERP, Web) to drive sales opportunities, sales lead generation, and internal sales metrics/scorecard.

The person in this role will be responsible for the overall sales growth of Field Sales, Inside Sales, and his/her own direct accounts.

Key Accountabilities

- Consistently motivate and manage sales teams by providing daily guidance, coaching, and training to achieve our sales plan.
- Ensure that our teams are fully staffed with talented professionals that are well trained, highly motivated, and productive.
- Maintain a strong working sales knowledge and passion for Charles River products to promote with the reps.
- Develop sales consistency across all reps in promoting the company, brand, mission, values and products. brand and mission.
- Develop good working knowledge of competitive products, pricing and services.
- Assist reps with developing focused and consistent presentations for larger customers, partners and key prospects.
- Develop territory annual sales goals and supporting compensation plans.
- Assist reps in developing key account relationships, large opportunities and new account prospecting.
- Collaborate with the marketing team for the right sales collateral and lead generation strategies to help drive sales growth.
- Develop and manage consistent “sales tool kit” including training materials, product samples, new product information, sales collateral, sales processes & procedures and training/access to key sales systems (CRM, Sales Portal, Website).
- Create, monitor and manage “Sales Scorecard” that drives right sales behaviors and improvements.
- Understand and develop key industry knowledge around the primary markets served by the company. Be part of key industry groups to further understand competitive landscape around key customers and suppliers.
- Develop with Finance and HR annual compensation plans that drive sales growth and reward for success.
- Call on directly and internally develop other key accounts new or existing accounts.
- Develop strategy and plan for moving closeouts, working with Demand Planning, Marketing, and Finance teams.

Key Competencies/Skills/Education

- Possess expertise in sales management including sales strategy, planning, execution, training and development.
- Demonstrate strong leadership, communication, and interpersonal skills.
- Motivated to generate new business, build stronger partnerships and grow existing larger accounts.
- Proven and consistent track record of increasing sales and achieving plan.
- Possess excellent interpersonal skills and the ability to motivate and inspire a sales organization and keep morale high.

- Demonstrate strong, consultative sales skills. Ability to sell creative problem solving and branded apparel solutions.
- Ability to motivate, coach, develop, foster teamwork, deal with issues, and be a champion for change.
- Good analytical ability to create, review, monitor, and understand sales reports, trends and areas of focus.
- Bachelor's degree.
- Prior experience with similar technology (CRM – salesforce.com, ERP, web, other).
- 5+ years of Sales management experience
- Passion for diving into the details and providing crisp concise analysis of trends and performance.
- Expertise in Sales and Inside Sales metrics & team performance measurement.
- PC skills including Word, Excel, PowerPoint and experience with CRM systems and associated outputs/reporting.

Charles River Apparel is an Equal Opportunity Employer.