



**JOB TITLE:** Director Sales Operations  
**REPORTS TO:** Executive Team  
**LOCATION:** Fully Remote  
**FLSA CLASS:** Exempt, Salary  
**POSTING DATE:** 3-Nov-2022

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### **BASIC FUNCTION SUMMARY:**

The Director of Sales Operations is a results and data driven leader who will strategize and provide sales operation and revenue solutions to pain points while connecting revenue functions from all facets of the business. This role will be instrumental in helping to build, design and execute sales analytics, process adoption to ensure that the organization is supported while driving aggressive revenue goals.

This role will focus on sales operational efficiencies. You will take stock of current state and new processes around every step of our systems and provide detailed observations and recommendations to key stakeholders as requested. This role is responsible for taking initiatives from ownership with other members of Executive Leadership to grow efficiencies and foster revenue target growth and KPI's, important for the long-term success and profitability of the organization. Very importantly this role will work cross-functionally with other leadership team members to foster collaboration, faster revenue growth, and higher profitability

*The following duties are not intended to serve as a comprehensive list of all duties required in this position. This job description is intended as a representative summary of the major duties and responsibilities. This role may not be required to perform all duties listed and may be required to perform additional duties as requested.*

### **ESSENTIAL FUNCTIONS: Duties, Skills, Responsibilities and Expectations:**

#### **System Adoption Management**

- Assist with new and existing system deliverables across all of Sales (COM & eBS) on key business integrations and systems, specifically NetSuite and other applications as requested.
- Strong and commanding player in CRM development, rollout and adoption while utilizing analytics to measure success.

#### **Retention**

- Design, implement and manage thoughtful and innovative strategies to increase new customer retention revenue generation and operational efficiency across all Sales channels.

#### **Revenue Management**

- Identify new Sales revenue streams and adjust as necessary in conjunction with leadership direction
- Identify Sales revenue streams where adjustments are necessary in conjunction with leadership direction
- Lead revenue forecasting by analyzing business tactics, performance analysis, pricing and sales strategies, market research and competitor analysis. Then take these analyses and convert them into reports and presentations that can be conveyed to stakeholders along with strategy recommendations.
- Monitor all existing Sales revenue streams and adjust as necessary in conjunction with leadership direction.
- Forecast revenue generation and the strategies required and planning accordingly.

- Manage all revenue channel development in collaboration with company department heads as needed.

#### **Business Metrics**

- Develop and deliver a set of KPI's for revenue in assigned timeframes while determining the effectiveness of current sales initiatives against key metrics.
- Assists in the review, auditing, and cleansing of ePromos Data to gain insights for leadership, to continually improve the business model and our Customer Experience ("CX").
- Review and make recommendations for engagement measurement tools and provide solutions with the goal of increasing conversion rates, annual revenues, lifetime value, CX, and Churn rates.
- Utilizes tools such as NetSuite, RFM Segmentation, and other methods to assist in sales strategy analytics on all segments of the Customer lifecycle and experience.
- Aid in the design, creation and maintenance of insightful reporting and forecasting data used in leadership meetings to make decisions that drive our business forward.
- Represent CX in cross functional meetings and ensure Customer concerns are reviewed when business decisions are being implemented.

#### **Training**

- Drive improvements to Sales processes and system workflows to streamline effectiveness and productivity without decreasing experience through verbal and written communications.
- Identify gaps and educational opportunities.
- Facilitate system and process training as needed virtually and in-person as needed.
- Develop methods to measure staff adoption of system tools, workflows, and processes.

#### **Other**

- Identify opportunities and develop solutions for connecting different revenue-related functions from marketing to sales, customer success, pricing, and overall revenue operations.
- Provide overall guidance for long term design, development, and implementation of sales tools and systems to support business revenue and KPI objectives.
- Continually ensure the sales team is operationally efficient overall, effective, and set up to scale predictably and sustainably.

*Maintain appropriate physical and mental health required to perform the essential functions of position*

### **MINIMUM REQUIREMENTS:**

- Manger level or above in Sales Operations/Analytics/Effectiveness role
- 5 years Customer Experience management
- Utilization of CRM analysis and results processes
- Strong knowledge of all B2B vertical intricacies
- Excellent written and oral communication skills
- Sound judgment in decision making and problem solving
- Ability to work independently or team as required by the task or project
- Always maintain the highest level of confidentiality and professional conduct

### **Required Education:**

- High School diploma or equivalent

### **WORKING CONDITIONS:**

- Position is fully remote to the US only

- Ability to accommodate multiple time-zones with primary ET (EST/EDT)
- Dedicated workspace and high-speed internet
- Frequent video conference/email/chat

### **PHYSICAL DEMANDS:**

- Maintaining a stationary position for up to 50% of the workday
- Consistently operate a computer and other productivity equipment including keyboard, webcam and document scanner
- Clarity of vision of 30" or less
- Ability to perceive sound in the capacity of oral communication
- Exertion of up to 10lbs. of force as related to lift or move of objects

### ***We are an Equal Opportunity Employer!***

ePromos is committed to creating a diverse workplace environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.