



Sales Manager

Job Title: Sales Manager

Department: Sales

Reports to: Sales VP

GENERAL SUMMARY:

The Sales Manager is responsible for managing the entire sales lifecycle, which includes: prospecting and qualifying new sales opportunities, performing onsite/online demonstrations, proposing and closing managed service contracts or the sale of services and products. The Sales Manager is also responsible for managing the daily activities of the Sales Team.

Essential Duties and Responsibilities:

- Responsible for developing a business plan and sales strategy, and driving results from that strategy that meets company goals
- Build a solid inside/outside sales team that exceeds sales goals
- Monitor the Sales Team productivity and motivate them to reach monthly goals
- Conduct weekly sales meetings to ensure sales activities and opportunities are within compliance of company policies and procedures; through review of the CRM Sales Dashboard
- Provide guidance to the Sales Team so that sales goals are met
- Establish and manage sales quotas by reviewing sales opportunity history and forecasts
- Establish and manage commission rates for the Sales Team and report commission earnings to Accounting for payroll distribution
- Weekly review of the Sales Funnel in CRM; ensure the sales pipeline remains full with qualified leads and prospects
- Report sales data to the Sales VP and Leadership Team; activity and opportunity statistics, quotas, pipeline, forecast, referrals, and commission
- Work with department management and leadership to determine price schedules and discount rates; communicate this effectively to the Sales Team

Additional Duties and Responsibilities:

- Assist the Sales Team with daily activities as needed
- Ensure consistency of existing systems through creating, maintaining, and enforcing standards/procedures for daily activities
- Develop training programs to develop and refine the skills of the sales team
- Develop in-depth knowledge of the service catalog and how it relates to customer's needs
- Review IT publications and online materials to remain up-to-date with current and future technologies emerging in the industry
- Document internal processes and procedures related to duties and responsibilities
- Conduct performance evaluations and mentor those with less experience
- Review and approve the Sales Team's time and expenses sheets in CRM
- Responsible for entering time and expenses in CRM as it occurs
- Understand processes in CRM by completing assigned training materials and blueprints on the CRM University
- Enter all work as activities or service tickets into CRM

Knowledge, Skills, and/or Abilities Required: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge,

skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Extensive experience in all aspects of the sales lifecycle
- Strong understanding of customer sales dynamics and requirements
- Thorough understanding of how customers in the small to medium business market operate
- Demonstrated level of success in the development of client relationships
- Enjoy working with customers and external audiences
- High energy and drive with good negotiation skills
- Proficient with general office applications
- Strong organizational, presentation, and customer service skills
- Skill in preparing written communications and materials
- Interpersonal skills: such as telephony skills, communication skills, active listening and customer-care
- Ability to multi-task and adapt to changes quickly
- Typing skills to ensure quick and accurate data entry
- Self-motivated with the ability to work in a fast moving environment