

Position Title: Director of Sales
Division/Department: Sales
Location: Glendale, WI
Reports To: President and CEO
Date: 07/09/2019

OVERVIEW: The Director of Sales has accountability for driving growth by leveraging and aligning all revenue-generating departments including Sales, Marketing, and Customer Experience/Customer Success.

ESSENTIAL JOB RESPONSIBILITIES/FUNCTIONS:

- Lead the sales, procurement, and marketing teams.
- Establish and execute the sales plan, budgets and strategy, utilizing a thorough understanding of market opportunities, company operational capabilities, industry trends and the overall strategic plan of the company.
- Proactively achieve sales and profit goals by evaluating and responding to the changing needs of customers.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Increase sales through effective business development and strong relationships with new and existing customers and growers.
- Closely monitor the market and competition and changes in the market (i.e. competitive pricing, new products, etc.).
- Inspire research and development of new products.
- Develop programs tailored to the customer that will be successful for all parties – customer, grower, and our company.
- Lead new product & program launches.
- Develop sales presentations, content and category plans.
- Establish a process to provide feedback to the Director of Grower Relationships and Margin Management team on what the sales team is seeing in the field and how we can turn that into actionable opportunity.
- Provide the highest level of integrity and promote a positive company image inside and outside the organization.
- Travel as needed for trade shows, events and customer/business development.
- Work with the marketing team to ensure a consistent message and brand.

COMPETENCIES:

- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Leadership** - Exhibits confidence in self and others; Inspires and motivates others to perform well; effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
- **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully

perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be able to lift up to 25 pounds.

QUALIFICATIONS:

Education:

- Bachelor’s Degree or equivalent

Experience:

- Proven sales management and procurement experience – taking a company from its current sales level to the next sales level
- 10 or more years of direct (inside and outside) sales experience
- At least 5 years managing sales, procurement, and marketing staff
- Produce industry knowledge

FLSA Designation (HR Use Only):

- Exempt
- Non-Exempt

Employee Acknowledgement: _____ **Date:** _____

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.