226: Director of Commercial Sales, Texas

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Section: Job Description

Subject: Director of Commercial Sales, Texas

Approved by: Tony Massey

Effective Date: 1 February 2013

Last Reviewed Date: 1 February 2013

Policy Owner: Director of Human Resources

Policy

Reports To: Vice President of Commercial Operations Texas

Summary of Responsibilities

1. **Training**
   - Identify, develop, and implement training initiatives and programs designed to accomplish all commercial sales goals and objectives. Training initiatives and programs would focus on both sales and sales management.

2. **Sales Productivity**
   - Implement and manage appropriate commercial sales productivity tools/systems (i.e. CRM, sales scorecards, etc.) to promote necessary activity and results of individual sales productivity with all Inspectors, service technicians and overall Service Center sales productivity. Sales productivity metrics must be measurable and align with both published minimum standards and those required for budget achievement.

3. **Recognition**
   - Create, coordinate with existing, and publish weekly, monthly, quarterly and annual sales information, as well as other recognition programs that positively recognize individual and

Service Center sales productivity and performance.

4. **Contest/Incentives**
   - Develop, implement, manage, and communicate appropriate contests and incentives which leverage marketing efforts and promotions, enhance performance, and aid in building our commercial customer base.

5. **Business/Market Development & Planning**
   - Review existing and potential market segments and develop/employ appropriate expectations, approaches and resources to build awareness and market share to achieve penetration goals within each selected segment. Expand, manage, and enhance processes for large/complex sales opportunities.

6. **Image**
   - Assure a quality image both internally and externally at all times.
     1. Management and Employee Conduct
     2. Service Center facilities, Company uniforms, vehicles, equipment, property, etc.

Specific Duties

Training

1. Coordinate and help conduct the development of classroom and field training programs in the areas of direct sales, advance selling techniques, and sales management/accountability.
2. Conduct and/or coordinated sales training programs for new commercial account managers/commercial sales inspectors ("sales schools"), new product launches and new Policy and Procedure sessions for Inspectors, Account Managers and General Managers.
3. Develop and conduct regularly scheduled advanced sales schools for continuing education of experienced sales personnel.
4. Conduct/Participate/Observe sales training sessions while at Service Centers. This meeting should include Management, Sales personnel, Technicians and Administrative personnel.
5. Monitor and assure that Company Sales Training and Sales Management Programs are being followed in all Service Centers.

6. Help recruit and hire Account Managers in accordance with budgeted staffing levels.

Sales Productivity

1. Travel to Service Centers to audit all aspects of selling and sales management activities and results including, but not limited to, lead accountability, implementation and utilization of CRM/scorecards/etc., and sales policies and procedures.
2. Assist the Regional/Divisional Managers and General Managers to establish, execute, and achieve a monthly sales plan. Analyze activity and results for the proper amount of calls, proposals and lead closure.
3. Assist Regional/Divisional Managers and General Managers with proper adjustments in the Sales Plan if company standards and budgeted goals are not achieved with regard to lead closure and sales increase.
4. Ensure timely key account opportunity follow-up through.

Recognition

1. Create and develop recognition programs on a weekly, monthly, quarterly and annual basis that enhance sales performance and sales productivity.
2. Create and develop a month-end sales performance report that achieves maximum sales performance recognition for all Inspectors, Account Managers,
3. Service Technicians and Service Centers.
4. Assure that sales awards are presented in a timely fashion to enhance sales performance and maximize individual recognition.

Contests/Incentives

1. Create, develop, manage, and communicate sales contests/incentives that enhance sales productivity in each of our business segments.
2. Collaborate with appropriate partners in the development and implementation of integrated marketing and sales programs.

Business/Market Development & Planning

1. Manage the utilization and leveraging of our CRM system(s) and accountability tools.
2. Call on appropriate Key Accounts.

3. Utilize DemandStar, RepDept and other bid services. Coordinate and assist with timely submission of bid packages with the appropriate General Manager.
4. Identify business and trade organizations Massey Services should participate in and ensure appropriate participation by Account Managers/GMs/etc.
5. Coordinate participation in all Trade Shows, Exhibitions, presentations, etc.
6. Assist Regional/Divisional and General Managers on development of sales budgets and staffing requirements to meet Company sales goals.
7. Assist in the development of Company Sales Policies and Procedures in all business segments.
8. Serve as a liaison between the Corporate Office and Field Operations to ensure proper interpretation of Sales and Marketing Policies.
9. Assist Regional/Divisional Managers in establishing and maintaining proper sales territories and business segment priorities.

Image

1. Set an excellent Management example and professional image to all Company personnel and to the public.
2. Develop and implement a Company-wide image program designed to establish and maintain the highest levels of appearance, presentation and communication attributes among sales personnel throughout the Company.
3. Monitor and assure a quality image with all Company employees(uniform, ID badges), vehicles(decaled, clean), equipment (maintained, clean), facilities and property (maintained, clean).
4. Monitor and assure safeguarding of all Company equipment, property and facilities.

Miscellaneous

1. Work with Vice President - Business Development/Sales on various duties/ responsibilities when necessary to ensure operational consistency and consistent execution across our organization, heighten effectiveness of shared resources and initiatives, develop/share best practices, and create new approaches to further our results.
2. Perform all other duties as assigned.

Limits of Authority

1. All limitations prescribed in the Massey Policies and Procedures Manual.
2. All changes in pay plans and compensation arrangements are to be approved in advance by the Executive Vice President, Operations and/or the President.
3. All purchases, commitments and expenditures in excess of $500.00 must be approved in advance by the Executive Vice President, Operations and/or the President.
4. All capital equipment purchases, commitments and expenditures must be approved in advance by the Executive Vice President, Operations and/or the President.

Guidelines to Effective Performance

1. Provide regular training sessions with all personnel who interact with customers or who have sales responsibilities. Respond quickly to sales questions raised in the field.
2. Evaluate sales activities on an on-going basis, measuring amortized expenditures against leads, sales, revenues and profits. Test new sales initiatives when possible before company-wide launch.
3. Maintain clear and accurate records of sales activities and provide regular reports on sales productivity. Fine tune sales efforts according to effectiveness and efficiency.
4. Maintain close and regular contact with Regional/Divisional Managers, Corporate Management and the President with regard to sales challenges and opportunities. Provide solutions to challenges and exploit opportunities in a reasonable and affirmative manner.

Minimum Qualifications: Education, Experience, and Skills

1. College degree, B.S. / B.A. in Business, Marketing, Finance, etc.
2. Prior supervisory training or experience.
3. Ability to train, lead, direct and motivate personnel.
4. Be able to meet requirements for obtaining certification or licenses as may be required by any federal, state or local regulations.
5. Must have excellent written and verbal communication skills and mathematical ability.

THIS DESCRIPTION MAY NOT BE ALL INCLUSIVE AND TEAM MEMBERS ARE EXPECTED TO PERFORM ALL OTHER DUTIES AS ASSIGNED AND DIRECTED BY MANAGEMENT. JOB

DESCRIPTIONS AND DUTIES MAY BE MODIFIED WHENEVER DEEMED APPROPRIATE BY MANAGEMENT.

My signature below is acknowledgement that I have read and understand the job functions and duties of this position as outlined in the job description.

Team Member’s Name (Print) _____ Date_____

Team Member’s Signature_____ Date_____

Manager’s Signature_____ Date_____

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