



USA Style Sales Manager/Team Member/Sales Executive Job Description

Job Title: Senior Sales Manager
Department: Sales & Marketing
Reports To: Director Sales
Date Created:

SUMMARY

A key member of the Sales Team, the Senior Sales Manager's primary responsibility is to sell and deliver business to prospective corporate accounts or (tour or travel, incentive, groups etc.) in an effort to increase market share, loyalty and profitability. By applying the principles of strategic account management and team-based selling, the Senior Sales Manager provides leadership and direction in the development of business-to-business strategies to build long-term, value-based account relationships in all locations with the purpose of covering all revenue streams to grow revenue share and drive superior business results.

Specific areas of responsibility include establishing, managing and communicating overall account strategies, following up with buyers to accounts, defending and growing market share and revenue targets for assigned accounts, liaising with relevant cross-discipline operational, supplier management and sales departments to ensure effective pull/push-through of account strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Include the following (additional duties may be assigned):

Total Account Management

- Develops and implements the overall account strategy in alignment with strategic goals outlined.
- Retains and grows account revenue through account growth and implementation of strategic initiatives.
- Manages relationships with the largest buyers in primary buying locations. Map significant buyers in other locations and direct the market Sales/Account Executives to optimize account reach and share.
- Develops sales deployment strategies that maximize the utilization of available sales resources.
- Assists in developing optimal Total Account Management teams that are focused on delivering customer value and growing account share. Develop and enhance the concepts of strategic account management and team-based sales.
- Establishes and maintains strategic partnering relationships with key economic buying influencers. Act as the customer's advocate through understanding account customer needs and opportunities. Monitor current and future customer needs, goals and attitudes including competitor activity to guide targeted solution development, remove barriers to solution development and build a customer-focused team.



- Coordinates cross-discipline resources to ensure pull-through and sustainment of account strategies and selling solutions. Develop a close working relationship with operations and market resources to establish integrated sales strategies and maximize customer relations and ensure pull-through of account strategies in targeted markets.
- Develops and manages the global opportunity within the portfolio of assigned accounts.
- Effectively works with relevant cross-discipline groups to resolve customer issues and ensure profitability of the account.
- Manages the annual RFP process and lead negotiations with appropriate departments.
- Leads the sales efforts for new and existing revenue streams within accounts.
- Attends and participate in all relevant customer events, trade shows, and business reviews.

Organizational Excellence

- Champions business transformation and change efforts in support of sales and marketing strategies.

Operational Excellence

- Achieves account revenue and sales goals as defined by leadership.
- Ensures the development of account plans that focus on improving market share, leveraging efficiencies, and generating revenue.
- Translates customer and account needs into a range of support products and services that maximize returns.
- Anticipates and identifies business opportunities and challenges and respond with a profitable strategy that aligns with overall business direction.
- Leverages all available sales channels in an effort to optimize sales revenues.
- Conducts annual strategic reporting, planning and provide updates to management as appropriate.

EDUCATION and/or EXPERIENCE

- Degree from a college or university.
- 5 years selling demonstrating progressive career growth and a pattern of exceptional performance.
- MS Office Suite proficiency with the ability to develop client PowerPoint presentations and conduct basic database tasks in Excel.
- Account management experience, specifically complex accounts is preferred.
- Experience evaluating business trends and developing and successfully implementing new programs or strategies that enhance business performance.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory duties.

QUALIFICATIONS

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.



- **Drive for Results**

- o Displays persistent, tenacious and achievement oriented behaviors.
- o Displays and maintains a positive attitude despite obstacles or changes in business climate.
- o Approaches problems with open-mindedness, generates innovative ideas and solutions and stimulates creativity and innovation in others.

- **Negotiation and Persuasion**

- o Uses strong and contemporary negotiating skills.
- o Explores positions and alternatives to reach outcomes that gain the acceptance of all parties.
- o Ability to sell ideas and influence persuasively, setting differences and winning concessions without damaging relationships. Can be both direct and forceful while remaining diplomatic.

- **Builds Relationships/alliance Builder**

- o Builds alliances and networks within the industry to stay abreast of trends and opportunities that will be beneficial to the customer and company.
- o Develops and maintains effective relationships with both internal and external stakeholders.
- o Demonstrates sensitivity to the needs of others.
- o Establishes rapport with people, developing and maintaining a network of contacts within the company and customers that can provide information, assistance and access to others.

- **Communication and Presentation Skills**

- o Is effective in a variety of formal presentation skills: one-on-one, small and large groups.
- o Articulates and prepares clear, well organized written (including email) and verbal presentations.
- o Engages and convinces audience of the key benefits of an idea or recommendation, creating an environment where the customer perceives the idea or issue to be their own.

- **Flexibility and Versatility**

- o Performs well in serving a number of functions and/or industries.
- o Adjusts to rapidly changing customer and industry needs without distraction in ways that are beneficial to the customer and company.
- o Works tactically and strategically when necessary.
- o Has the ability to constructively recognize and deal with rejection.

- **Business Acumen Skills**

- o Keeps current on industry practices and developments. Demonstrates the ability to evaluate business trends and develop successful solutions that meet client needs and bring incremental business.
- o Gathers and analyzes account actuals and forecasts to manage financial performance. Looks to identify and utilize key financial indicators to measure



business performance and ROI of the account.

- o Demonstrates competency for planning, delegating, implementing, managing and improving processes that bring initiatives to a successful conclusion.
- o Gathers and analyzes information from a variety of sources and probes for underlying causes. Considers alternative solutions before making decisions, advances problems toward resolution when encountering ambiguity or uncertainty and makes sound business decisions in a timely manner.
- o Strong organizational navigation acumen – cross-discipline understanding and ability to mobilize organization resources to achieve superior business results.

• **Strategic Selling**

- o Understands company and competitors' value proposition.
- o Understands the selling process and tailors a selling approach to address unique needs.
- o Understands and manages a large and extended strategic sales cycle, appropriately navigating a complex selling environment.
- o Brings a global perspective to ideas and solutions.
- o Balances strategic thinking into idea execution.

• **Active Learning**

- o Enhances personal, professional and business growth through new knowledge and experiences.
- o Incorporates new learnings into day-to-day behavior resulting in enhanced business outcomes.

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.

While performing the duties of this job, the employee is regularly required to sit; frequently required to talk or hear; and occasionally required to stand, walk, and reach with hands and arms, and/or use hands to finger, handle, or feel.

While performing the duties of this job, the employee is occasionally required to move and/or lift up to twenty-five (25) pounds.

Specific vision abilities required by this position include close vision and the ability to adjust focus.

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.

The noise level in the work environment is usually moderate.

COMPENSATION

Subject to company policy and level of position.