
CREATIVE ♦ MC

Director of Sales - Creative Marketing Concepts

Creative Marketing Concepts is looking for an experienced Director of Sales to lead our accomplished sales team. Experience in the promotional merchandise industry is preferred; however, if you have 5+ years leading a successful sales team in complex, multi-faceted sales processes, then please continue reading...

ABOUT US:

CMC is San Francisco's largest promotional marketing firm and twice was named to *San Francisco Business Times'* Top 100 Fastest Growing Private Companies. Working with clients like Google, Yelp, Salesforce, Benefit, Fitbit, Bleacher Report and others to create top quality, design-forward promotional merchandise (from fun branded giveaways, staff Patagonia jackets, to luxury executive gifts). We have offices in San Francisco and in Prague, Czech Republic. Check us out at: www.creativemc.com.

ABOUT YOU:

You are a consummate sales leader who maintains good relationships to ensure continuous business growth. With a love of developing teams, you are a natural at mentoring and coaching those who share a vision of success. Masterful at strategy, forecasting, leveraging technology, you can see the big picture and know how to get there. Ready for a new challenge and the interest in stepping into a creative, dynamic culture has brought you to this point.

WORKING WITH US:

We have a spacious COVID-19 safe work environment with a staggered in-office workforce; we request the Sales Director to combine a schedule between in-office and home-office workdays.

RESPONSIBILITIES:

Sales Leadership

- Maintains profitable account management of \$20M plus in revenue at an average gross profit level of 38%
- Develops annual sales plan in support of organization strategy and objectives
- Strategically grows the business through expanding existing client sales and acquisition of new accounts ideal for CMCs business model
- Collaborates with VP of Finance to establish and control budgets for the sales department
- Directs implementation and execution of sales policies and practices
- Demonstrates outstanding leadership skills and leads by example, upholding company values/standards
- Engages as a key contributor in company events, as a member of the leadership team, in office integration/communication, and other company-wide initiatives

Marketing Collaboration and Business Development

- Builds and maintains a strong alliance with Director of Marketing and the marketing team; monitors sales activities based on marketing analytics; coordinates sales activities with appeals, catalogue releases, social media campaigns and website features.
- Plans and project manages sales promotional events and sampling program
- Segments clients by sales activities using Salesforce analytics and reporting to target marketing activities

Sales Team Management

- Manages and inspires the sales team to meet and exceed individual and team sales goals while maintaining profit margins
- Hires, trains, mentors, coaches and sets goals for sales team members to ensure success
- Provides daily hands-on support in vendor / product management, pricing, developing/reviewing quotes and assisting in negotiating sales; aids in troubleshooting issues for a win-win outcome
- Conducts 1:1 weekly meetings with each sales representative to review individual sales dashboards and salesforce reports, guides on strategic account management and establishes weekly objectives
- Facilitates regular sales team meetings; provides ongoing training, reviews case studies, utilizes analytics from Salesforce reports of pipeline management
- Guides team in business development setting expectations and goals for account expansion and new account business
- Meets key accounts bi-annually with assigned sales representative for account analysis and presentations
- Develops and implements team building events and incentives

Distribution

- Works closely with Director of Logistics and the warehouse team to ensure tightly coordinated and procedure-driven symbiotic relationship with sales
- Identifies business opportunities through profitable online and pop-up stores and co-manages appropriately
- Monitors client storage to ensure active account management and profitability
- Aids sales team in good client communications to avoid excessive shipping fees and company profit margin losses
- Problem solves incidents and errors with a solution-oriented approach
- Portray a commanding presence and an impactful communication style that mentors and motivates others
- This position requires frequent travel, approximately 50%
- Other tasks as assigned

REQUIREMENTS:

- Education: bachelor's degree, preferably in marketing, communications, or business
- A minimum of 5 years of successful sales and revenue management of a minimum of \$10M plus
- Experience managing and motivating a sales team of 5+
- Advanced skills in business math, marketing analytics, CRMs (preferably Salesforce), MS Office (Excel / PPT)
- Accomplished in business development: relationship builder / client relations, negotiator, presenter and collaborator
- Leadership qualities: level-headed, strategic/tactical thinker, role model, values-driven, ethical, fair, and a good communicator - direct, yet kind

Physical Requirements:

- Able to work remotely and in a safe San Francisco company office environment
- Occasional travel (when permitted), primarily the Bay Area and Sacramento, bi-annual trips to Southern California
- Able to sit (stand) for long periods of time at a desk and computer
- Able to lift boxes up to 25 lbs., upon occasion