

JOB DESCRIPTION

JOB TITLE	Senior Director of Sales
REPORTS TO	Vice President
FOCUS	Sales of products, services, and membership
EFFECTIVE DATE	July 1, 2020
FLSA STATUS	Exempt
PAY	\$93,000 - \$120,000 a year

POSITION SUMMARY

The Senior Director of Sales is a full-time position directing all sales operations for Battelle for Kids. The primary function of the Senior Director is responsibility for all stages of the sales cycle, including identifying, qualifying and pursuing new sales opportunities. The Senior Director of Sales will be interacting with leadership positions such as the superintendent, CEO or other high-level executives.

ESSENTIAL JOB RESPONSIBILITIES

- Develop, implement and execute an overall sales strategy for BFK products, services and networks.
- Responsible for sales/revenue management, establishing optimal sales structure and new business strategies to drive growth.
- Drive all stages of the sales cycle, to include identifying potential clients/members, research, pipeline development, lead qualification, sales calls, negotiation and close.
- Establish and execute improved sales processes.
- Create short-term and long-term sales targets. Build out and meet comprehensive and aggressive sales and revenue goals.
- Manage the sales portfolio.
- Ensure Salesforce CRM is effectively managed to support sales operations.
- Oversee and verify timely reporting of sales and activities, including leads generated and tracking reports, closed sales, lost sales and customer lists.
- Support Business Development team as needed in delivering customized proposals, responses to RFPs, and pricing programs.
- Secures, builds and maintains relationships at multiple levels for all accounts with a clear understanding of the customers decision-making process and management structure.
- Co-create marketing outreach campaigns in order to identify and engage future clients.
- Collaborate with the team to develop marketing and promotional materials.
- Provide a high level of customer service to prospective, new, and existing clients/members.
- Support the needs of the BFK Executive Team, as required.
- Supervise sales support staff.
- Participate in conferences, meetings and other recruiting or client opportunities.
- Other duties as assigned.
- Moderate travel to support clients and contracts (up to 25%)

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bfk.org



MINIMUM EDUCATION AND EXPERIENCE

Bachelor's degree in Business or related field and ten years of sales experience, demonstrating strong managerial and sales success. Master's degree and experience in K-12 education sector preferred. Any equivalent combination of education and experience considered.

REQUIRED KNOWLEDGE AND SKILLS:

Must excel at meeting and talking with prospective clients, building rapport, and closing sales in a professional manner. Strong skills in process management, customer relationship management (CRM) database strategy, customer service, and project management with the ability to work independently and part of a team. Strong ability to prioritize multiple tasks and meet deadlines. High-level proficiency in MS Office Suite, Google business apps and CRM software; able to navigate the internet proficiently Salesforce proficiency a plus. Exceptional work ethic and ability to self-start are essential. Excellent written and oral communication skills. Exceptional organizational skills and meticulous attention to detail. Ability to manage multiple complex projects to deadline and budget. Demonstrates initiative; requires little supervision; seeks opportunities for new assignments and responsibilities; and reliably meets deadlines. Skilled at working remotely with cross-department teams. Committed to maintaining confidentiality and exhibiting mature judgment.

The above statements describe the general nature and level of work only. They are not an exhaustive list of all required responsibilities, duties and skills. Other duties may be added or this description amended at any time.

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