



## JOB DESCRIPTION

**Job Title:** Executive Vice President of Sales

**Facility:** Brooklyn Park

**Department:** Sales

**Reports to:** President/CEO

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### SUMMARY

The Executive Vice President of Sales is a member of the ENPOINTE Senior Executive Team, and as such, is responsible to create and deliver long term, sustainable value to the organization. This person is responsible to work with the Senior Management Team to develop overall goals and direction for the company, and then provide the leadership and direction for the sales area to implement and accomplish those goals.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include but are not limited to the following. Other duties may be assigned as needed.

- Provide executive leadership as a key member of the senior management team on all sales related issues.
- Participation with setting company goals and objectives at the senior level.
- Manage the company's sales team to achieve the identified company goals and objectives.
- Establish ongoing product and process training, and help the sales force weave that knowledge into their sales presentations.
- Help the sales force set and realize goals, monitor their progress, and provide reports as required for the Senior Management Team.
- Work with President and Marketing to establish, implement, monitor, and adjust marketing plans to achieve objectives, maintain growth and profitability.
- Investigates and evaluates target business markets on an ongoing basis, becomes and remains knowledgeable about trends within those markets through trade publications, industry contacts, and trade shows.
- Create incentive/bonus programs to motivate the sales force, while maintaining sound compensation and benefit programs.  
Develop the appropriate tools to educate sales staff, customers and prospects on company capabilities.
- Understand your role in the companies' Quality Management System regarding ISO.

**An Executive Vice President of Sales must be able to perform many functions. This person will:**

- Build a productive sales team.
- Develop goals and objectives for the sales team.
- Conduct planning sessions.
- Oversee time and territory management.
- Develop and qualify prospects.
- Monitor sales activities of individual accounts to fine-tune target marketing plan.
- Watch for emerging technology and market trends to help direct the company towards new sales and new customers.
- Understand all the interrelated aspects of the company, and know how to deal effectively with the different components.
- Train or retrain other departments to respond to new needs, helping them refocus and redirect efforts.
- Delegate tasks.

- Manage conflict.
- Resolve personnel grievances.
- Display a commitment for growth.
- Manage a growing workforce.
- Work closely with Vice President of Client Services to coordinate internal customer service and estimating.
- Be able to differentiate between real and perceived excuses, problems, or issues.
- Lead brainstorming sessions and initiate group discussions.
- Set a good example in your work and personal ethic.

### **Motivation and Coaching**

- Create incentive/bonus programs to motivate sales force.
- Discover what motivates the Account Executives and how to use that information effectively.
- Communicate what he/she wants and believes possible from the sales force.
- Inspire confidence among the sales force in his/her knowledge of the craft.
- Motivate, encourage, and steer the sales representatives toward their goals.
- Help the sales force to understand the customers they call on and how they can help these companies perform better.
- Encourage creativity.

### **Human Relations**

- Recruit, interview, and hire sales staff.
- Understand personalities and behavior styles of different kinds of people.
- Ask the right questions in an interview.
- Match Account Executives to the appropriate accounts.
- Establish sound compensation and benefits practices.
- Evaluate performance.
- Give recognition for outstanding effort.
- Initiate disciplinary measures.
- Comply with lawful employment practices.

### **Training, Coaching and Motivating Staff**

- Develop educational training programs for staff.
- Train staff to work with interrelated departments.
- Use employee involvement in teams, recognition, and rewards.
- Motivate and empower employees.

### **Selling and Training Others to Sell**

An Executive Vice President of Sales must be able to perform the function below and also train the sales force to:

- Ask for the sale.
- Follow up and follow through.
- Negotiate and handle conflict.
- Manage territory effectively.
- Manage time effectively.
- Recognize loss of customers due to new technologies.
- Cold call or use other techniques to get new customers.
- Choose appropriate accounts.

### **Customer Relations**

- Educate customers on our capabilities.
- Build effective presentations using sales aids and other visuals.
- Build trust.

## **QUALIFICATIONS**

### **Education and experience**

- Senior sales level experience in the printing/graphics industry.
- Management/leadership experience in a fast paced, customer centric environment.
- P and L budgeting experience.
- Proven track record for delivering results.
- BA/BS in marketing, business administration, or related field desired.

### **Leadership**

- Understand the company's manufacturing processes.
- Understand exactly what we are selling.
- Understand the benefits and features of working with our company.
- Understand our target markets.
- Understand the production workflow at the company.
- Understand sales staff styles and needs.
- Understand buyer styles and needs.

A good sales force reflects the attitude and drive of its leadership. The Executive Vice President of Sales must be able to communicate enthusiasm and dynamism to the sales force. This person must have the following:

- Effective communication skills, including listening skills.
- Negotiation skills in order to deal with objections and price resistance.
- Time management skills.
- Motivational skills.