

Vice President of Sales

Position Overview

The Vice President of Sales is a key executive leadership position responsible for developing and executing comprehensive sales strategies that drive revenue growth and market expansion. This role requires a proven track record of building high-performing sales teams, establishing strategic partnerships, and delivering consistent results in competitive markets.

Key Responsibilities

Strategic Leadership

- Develop and implement comprehensive sales strategies aligned with company objectives and market opportunities
- Establish sales targets, forecasts, and performance metrics to drive accountability and results
- Identify new market opportunities, customer segments, and revenue streams
- Collaborate with executive leadership to align sales initiatives with overall business strategy

Team Management

- Build, lead, and mentor a high-performing sales organization across multiple teams and regions
- Recruit, develop, and retain top sales talent through effective coaching and professional development
- Establish clear performance expectations and accountability frameworks
- Foster a culture of excellence, collaboration, and continuous improvement

Sales Operations

- Oversee the entire sales cycle from lead generation through closing and account management
- Optimize sales processes, tools, and technologies to enhance efficiency and effectiveness
- Implement and maintain CRM systems and sales analytics platforms
- Develop pricing strategies and negotiate major contracts and agreements

Customer Relationships

- Build and maintain relationships with key customers and strategic accounts
- Lead critical sales presentations and negotiations with major prospects
- Ensure exceptional customer experience and satisfaction throughout the sales journey
- Partner with Customer Success and Account Management to drive retention and expansion

Qualifications

Required Experience

- 10+ years of progressive sales leadership experience, with at least 5 years in senior executive roles
- Proven track record of consistently exceeding revenue targets and driving business growth
- Demonstrated success building and scaling sales organizations from startup to growth stages
- Experience in relevant industry sectors with deep understanding of market dynamics

Skills and Competencies

- Exceptional leadership and people management abilities with strong emotional intelligence
- Strategic thinking with ability to translate vision into executable plans
- Outstanding communication, presentation, and negotiation skills
- Data-driven decision maker with strong analytical and problem-solving capabilities
- Proficiency with CRM platforms, sales automation tools, and business intelligence systems
- MBA or equivalent advanced degree preferred

Success Metrics

- Achievement of annual and quarterly revenue targets
- Sales team performance and productivity metrics
- Customer acquisition costs and lifetime value optimization
- Market share growth and competitive positioning
- Sales pipeline health and forecast accuracy
- Team retention and employee engagement scores

Compensation and Benefits

This position offers a competitive executive compensation package including base salary, performance-based bonuses, equity participation, and comprehensive benefits. Compensation is commensurate with experience and will be discussed during the interview process.