



## DIRECTOR OF SALES JOB DESCRIPTION

### Summary

Develop and connect Vertical Solutions' multiple divisions in effort to maximize growth potential, increase profitability and improve our placement within the climbing industry. Work with the leadership team to develop pricing strategies, characterize new market opportunities, identify and assess target clients, evaluate potential deal structures and terms and develop actionable recommendations. Oversee company's sales operations to insure production efficiency, quality customer service, and cost-effective management of resources.

### Primary and Essential Functions

- Oversee and lead sales initiatives for Habit flooring, Proxy holds, and Vertical Solution (VS) walls;
- Manage the sales cycle in its entirety including lead generation, negotiating and closing business deals in conjunction with the owners, and developing the client-company partnership through business development;
- Maintain expert knowledge on all Vertical Solutions offerings in order to communicate key information to potential and existing clients;
- Consult heavily on design and function of each gym;
- Partner with in-house counsel to negotiate sales contracts;
- Ensure compliance with all contracts and projects by utilizing legal counsel as well as VS and client insurance information;
- Analyzes sales figures, promotion and campaign results, and forecasts future sales volumes to increase profits;
- Represent the company's interests as the liaison between Vertical Solutions and the client, GC, architect, & city building department.
- Partner with the design and production teams to keep clients up to date on project timelines;
- Work closely with accounting to manage timely invoicing and customer billing;
- Maintain a pulse on all active projects and communicate progress, delays, and any issues that arise;
- Build key customer relationships and identify new business opportunities;
- Partner with marketing to implement strategies that increase sales and further promote the organization;
- Suggest and propose strategic plans on how to integrate our products and services while maintaining their ability to stand alone;
- Translate best practices in pipeline generation, specific to business segments through prospect engagements such as cold calling, emailing, and marketing activities;
- Manage sales team and all supervisor responsibilities including interviewing, hiring top talent, coaching & training, assigning & directing work, appraising performance, addressing complaints and resolving problems;
- Maintain extensive knowledge of climbing industry trends and monitor what competitors are doing;
- Develop and implement sales processes across businesses;
- Keep accurate records for all VS, Proxy, and Habit sales;
- Travel on occasion to meet on client job sites with architects & GC's;
- Seek growth and acquisition opportunities;
- Balance short-term tasks against long-term strategic initiatives;

- Draft SOWs and master agreements;
- Prepare and ship pad, hold, and wall samples for qualified leads;
- Perform administrative tasks as assigned;
- Other duties as assigned.

## Requirements

- Bachelor's degree in Business preferred or equivalent work experience;
- Minimum of 5 years in a sales role with at least 2 years in a leadership position;
- Minimum of five years climbing industry experience;
- Thorough knowledge of contracting language and relevant legal terms;
- Extensive knowledge of construction, manufacturing, and the climbing industry;
- Knowledge of Salesforce a bonus;
- Creative problem solver and solutions-oriented; you have experience driving process and optimization across operations, product, and marketing;
- Ability to work in a fast paced, multi-faceted business, with multiple sales channels and products;
- Ability to answer phone calls outside typical business hours;
- Requires willingness to work a flexible schedule and travel;
- Excellent verbal & written communication skills, you can explain complex issues in simple terms and adapt your tone accordingly;
- Strong relationship building and negotiation skills;
- Well-developed time management skills with the ability to manage multiple priorities with minimal supervision;
- Ability to exercise discretion and independent judgment;
- Strong strategic planning and organizational skills;
- Proficient knowledge of Microsoft Office applications (Word, Excel, PowerPoint);
- Proven record of strong sales results where the individual has met and/or exceeded annual goals.