



**POSITION TITLE:** Vice President, Sales

**REPORTING TO:** EVP Sales & Marketing

### **SCOPE OF POSITION**

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The Vice President of Sales will develop and direct the process of assigning territories, revenue goals, and commission plans for the domestic sales organization. This position will direct the overall sales process and ensure the effective communication, management processes, and organization structure necessary to support all sales and support personnel and enable the productive and profitable growth of a targeted customer base. By delivering positive results in these areas, the Vice President of Sales will significantly contribute to Freedom Innovations' revenue growth and profitability.

### **SPECIFIC RESPONSIBILITIES**

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- This position is responsible for both domestic field and pre-sales support, and also directs the sales organization to the achievement of sales and budget targets.
- Ensures new account development, account strategies, overachievement of sales goal and the growth and retention of personnel.
- Defines and ensures the implementation of defined, policies, standards, goals and objectives as established by the company.
- Responsible for the creative design and implementation of strategies and programs that ensures the growth of the customer base, and therefore, growth in revenue and profitability.
- Responsible for ensuring the appropriate segmentation and assignment of sales territories and the design and execution of sales compensation programs, along with revenue and budget goals.
- Defines the organization and the positions within it; hires necessary sales personnel to meet market share and revenue goals within the cost-of-sales budget.
- Provides training programs to sales personnel to increase sales strength and time management; outlines new programs and policies, etc.
- Ensures retention of sales personnel; recognizes excellence and addresses performance issues.
- Creates and executes incentive programs and sales contests to be utilized toward the increase of revenue and new accounts.
- Responsible for the regular review and tracking of key account activity and the coaching necessary to ensure excellence in key account management and customer care.
- Responsible for the profit and loss of the sales organization as defined by the EVP Sales & Marketing.
- Responsible for national account strategies and execution of those strategies.

### **TWELVE-MONTH MISSION-CRITICAL OBJECTIVES:**

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- Lead the continuing development of the sales infrastructure and tools to ensure consistency with a world-class sales organization.
- Ensure the full establishment of the sales and sales training processes to support the company in reaching its growth objectives.



- Fully establish a consultative selling model throughout the sales organization in cooperation with the company leadership.
- Achieve a minimum of 20% revenue growth in appropriately profitable new business.

## **REQUIREMENTS/QUALIFICATIONS**

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- 10-15+ years of sales and key account management experience.
- Demonstrated success reflecting:
  - Sales management and leadership experience
  - Proven ability to build high performing sales organizations
  - Ability to design and execute national account strategies
  - Planning and Execution of Sales compensation and incentives
  - Presentation and strategic planning skills
  - Coaching and training experience
  - Proven ability to achieve revenue, profitability and budget targets
  - Ability to construct profitable business proposals
  - Relationship building skills
  - Negotiation skills
  - Technical and/or technology background
  - Ability to lead change
  - Contracting and pricing skills

## **PERSONAL ATTRIBUTES**

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- Above all, this person must possess the highest levels of integrity and character.
- Strong and convincing visionary leader who can build and inspire a high performing sales organization.
- An excellent communicator, both verbal and written, with both internal and external contacts.
- A decisive individual who possesses a "big picture" perspective, but willing to 'roll up their sleeves and do whatever it takes to get the job done without being overly hierarchical.
- Good networking skills and contacts.
- Honed analytical skills focused on problem solving and process improvement.
- High level of ability and influence in written and oral communications.
- Team oriented, collegial, and collaborative.
- An excellent negotiator who is experienced in complex business arrangements.

## **EDUCATION**

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- 4-year degree in a Business or Technical major.
- MBA a plus.

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**Please send resume to: [kboccuzzi@freedom-innovations.com](mailto:kboccuzzi@freedom-innovations.com)**