

Job Title Director of Sales

Our company is looking for a talented and experienced Director of Sales to lead business development functions. We need a self-motivated professional with proven business development experience and a very good track record in sales.

Job Summary

The Director of Sales leads the marketing, business development, and delivery teams to meet the company's annual and long-term sales and business goals. This position is responsible for defining business development strategies and sales plans that include target prospect profiles, messaging and customer acquisition and retention. Once strategies and plans are defined this leader will coordinate with the assigned Team to execute on the plans and ensure the customer demand and the sales pipeline converts to meet company sales and business goals.

This position will be the primary voice of SpinDance to develop and execute a vision for success with all customers and partners that includes aligned plans, recommendations, commercial terms, and proposals. In addition to managing customer relationships, plans, and execution, the Director of Sales will share and gain alignment of this plan across all functions of the company to provide the necessary instruction to fulfill on vision and customer goals. This role will be instrumental in making and reporting a forecast and providing clarity around specific services and customer relationships needed for success. The Director of Sales uncovers and aligns expectations of Customer to facilitate both short-and-long term success for both Customer and SpinDance. The person in this position will also develop and communicate the forecast of new bookings and customers and the strategies for qualifying and developing the relationships needed to achieve company revenue goals.

Responsibilities

- Develop & execute a strategy for securing customer relationships and sales opportunities needed to achieve business goals (growth, revenue, profit, etc.)
- Create, communicate and manage sales strategy; provide leadership to position Discovery Team to achieve on developed goals
- Work closely with the Delivery Team to develop ongoing alignment to customer needs and expectations
- Communicate progress to meeting company sales goals to the leadership team and other functional areas of the company
- Work in conjunction with Human Resources to recruit, onboard, develop, motivate, and manage all direct reports in alignment with sales strategy and goals, company culture, and values.
- Provide guidance to the company's Integrator and Visionary towards the development and realization of the company vision
- Develop, refine and enforce commercial terms with customers and with Teams within SpinDance
- Capture feedback for continuous improvement initiatives in Discovery and other functional areas of the company, provide insights to leadership

- Work closely with Marketing to define/refine target customer characteristics, customer challenges, solutions, and messaging needed to achieve business goals. Collaborate on plans and campaigns to gain leads for sales opportunities; provide accountability updates and continuous feedback
- Collaborate with other company functions including Engineering and HR as needed to achieve company sales goals
- Accountability for key performance indicators of sales including Bookings (hours), Gross Margin (bookings), New business sales, Customer satisfaction – NPS

What are we looking for?

- Bachelor's degree in Sales, Marketing, Business Administration or a relevant field
- A minimum of 5 years' experience in a similar role
- In-depth knowledge of sales and marketing techniques and best practices
- Capacity to manage various projects and work to tight deadlines
- Excellent communication, relationship, negotiation, and leadership skills
- Outstanding written and verbal communication skills
- IoT and software engineering knowledge & experience preferred

This is How We Spin!

SpinDance, a leader in developing custom Internet of Things (IoT) software. We are committed to a unique culture that creates an exceptional customer experience for companies transforming their business with IoT. We are continually shaping our proven process to maximize the experiences and developing an environment that creates opportunities for both our customers and employees to thrive.

At SpinDance, we focus on developing solutions for startups, Fortune 100s, and everyone in between across multiple industries. Each member of our team will share their knowledge, passions, and experiences towards building a smarter connected world. **This is how we spin!**