



## Job Description

Position Title	Department	Reports to
S.V.P. National Sales	Sales	CEO
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	October, 2021

### POSITION SUMMARY

In the Senior Vice President of National Sales role, you will be responsible for generating dramatic growth through a predictable, scalable, and repeatable sales process and organization providing inspiration, processes, coaching, and measurement.

In this role you will create a multi-channel dynamic selling organization, determine sales direction and investment, identify new opportunities, and quickly make needed adjustments while managing Direct Sales, Inside Sales, Sales Ops, Channel Partners and Customer Service.

This role is responsible for providing regular progress and plan updates with the Senior team and the Board of Directors.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Drive market growth by building, training, and coaching a team of sellers and Channel partners with full accountability to deliver exceptional revenue and gross margin.
- Develop strategic relationships, in conjunction with regional sales managers and Channel partners, with top construction and healthcare companies across the U.S and Internationally.
- Provide inspirational leadership to the sales team, company, and Board of Directors.
- Build effective scalable processes that generate predictable revenue, manage costs, and build efficiency.
- Ensure team has clear direction, KPI goals, reporting, and analytics to support their success.
- Develop a deep understanding of customer needs and purchasing processes in major construction companies, as well as verticals such as healthcare, corporate, government, and education.
- Create annual sales and commission plans that drive total company performance.
- Develop and own the sales “funnel”, optimizing every step from prospect to order and reorder.
- Work closely with the marketing team to implement lead and demand generation practices and LTV optimization.
- Embody the STARC values of integrity, passion, and respect for others, playing a lead role ensuring the culture engages and supports employees and customers.
- Travel to customer locations in support of sales efforts (travel required 70% of time).

Minimum Qualifications (Knowledge, Skills, and Abilities)

- 5+ years leading and scaling top performing sales organizations. Previous experience building out a team and operations for small, high-growth solutions or product company.
- 10+ years of experience selling product solutions to healthcare, academic, corporate, government, and Biotech facilities and construction companies.
- Proven ability to hire, train, and lead top-tier sales teams in scaling revenue dramatically in a new non-commodity product company.
- Demonstrated sense of urgency, sustained drive for success, and high level of energy.
- Superb interpersonal, collaboration, and verbal / written communication skills.
- Membership and participation in industry-related national or regional associations is a plus
- Technical savvy and routine use of CRM to measure and monitor sales team activities.
- 1,000+ LinkedIn connections
- Currently resides in a major market with proximity to a major airport.
- Must be currently employed with a demonstrated track record of high sales growth.
- Successfully passes profile assessment tests.
- Outstanding references from past three jobs.
- Bachelor's degree or greater

#### **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is frequently required to stand; walk; sit; and reach with hands and arms. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to high. The employee must occasionally lift and/or move up to 40 pounds.

#### **NOTE**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

**Reviewed with employee by**

**Signature:** \_\_\_\_\_ **Name (print):** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Received and accepted by**

**Signature:** \_\_\_\_\_ **Name (print):** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

STARC Systems is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.