

# Senior Sales Director, East

## February 2025



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### Job Purpose

To lead all sales activities related to selling Endace Products within the eastern US region. Responsibilities include day-to-day management of active accounts including a major strategic financial customer, quota attainment, regional channel and fusion partner management and on-going prospecting. Must meet or exceed sales revenue, sales profitability, new customer acquisition, and customer satisfaction goals.

### Key Responsibilities

- Lead all sales activities in assigned territory or set of accounts
- Meet or exceed sales revenue, sales profitability, new customer acquisition, and customer satisfaction goals
- Develop a sales plan and strategies for building/maintaining a robust sales pipeline and moving key opportunities through the sales cycle
- Effectively maintain customer and prospect information, develop accurate quotes, and provide detailed and accurate sales forecasts using Salesforce
- Develop, maintain contact and build relationships with key clients, identifying and delivering new opportunities for sales and support improvement
- Recruit, educate, and develop productive channel partners and establish strong Fusion partner relationships
- Engage and leverage Endace Fusion technology partners to assist with market awareness, account mapping, and joint selling
- Work closely with Marketing to develop and execute lead generation programs in assigned territory or set of accounts
- Lead responses to RFQs and RFIs
- Monitor customer, market, and competitor activities and provide marketing intelligence to Sales and Marketing to optimize market share
- Develop, maintain and improve knowledge of the company's products/services and related network infrastructure and security technologies
- Successfully reconcile the "voice of the customer" with the "voice of the company" to achieve the highest customer satisfaction possible while also meeting the company's goals
- Follow the established sales processes of the company and effectively utilizes the available sales support resources provided.

### Organization

- Complete and ensure others complete administrative tasks in an accurate and timely manner
- Champion safe working practice of self and others in accordance with Health and Safety Procedures
- Observe, comply and provide significant input into developing policies procedures, strategy and quality management systems
- Model effective communication and champion the provision of constructive feedback
- Support and positively champion Endace's overall organisational vision, values and culture
- Be a source of specialist advice on approaches, products, services, market conditions and opportunities
- Complete, participate in and ensure others undertake Career Development Planning.

## Competency Profile

### Technical

- BA/BS degree required (business or technical degree preferred)
- Experienced sales professional (12+ years) demonstrating a history of meeting or exceeding quota attainment and new customer acquisition objectives
- 12+ years of field sales experience selling network security solutions
- Proven experience hunting for and closing business with new customers, including global financial customers
- A referenceable track record of bringing on channel partners and developing a productive partnership where both parties are generating business
- Experience working and selling with technical partners
- Experience leading responses to RFXs
- Advanced negotiating and closing skills
- Advanced communication and presentation skills, with the ability to articulate a unique value proposition to a wide variety of audiences from individual contributor to CXO
- Understands breadth of network and security tools and their specific value to organisations
- Understanding of sales process and accurate sales forecasting with salesforce.com
- Demonstrates concern for meeting internal and external customers' needs in a timely manner that provides satisfaction for the customer
- Ability to travel to customers and industry events as required to fulfil the responsibilities of the role.

### Core

Interpersonal Skills	<p>Understands the attitudes, interests, needs and perspectives of others. Able to interpret non-verbal behaviour of others such as moods and feelings, with the capability of adapting behaviour to different situations.</p> <p>Listens carefully and non-defensively to various points of view whether or not they agree with these.</p>
Achievement Drive and Energy	<p>Strong drive for success and relentless pursuit of achieving results.</p> <p>Dedicated, committed, enthusiastic, positive and motivated. Has courage and persistence in convictions no matter how difficult the task.</p> <p>Is action oriented and pursues everything with energy and drive.</p> <p>Passionate about success and winning.</p>
Planning, Organising and Prioritising	<p>Devises and drives work plans that have localised impact.</p> <p>Keeps a view of business priorities and redefines own and team's priorities in line with expectations and objectives.</p>
Communication Skills	<p>Able to communicate logically, clearly, effectively and confidently at all levels.</p> <p>Listens intently and ensures other party feels they have been heard and understood.</p> <p>Can convince across functional areas, completing and often opposing views to gain agreement.</p>
Tolerance to Ambiguity	<p>Is consistently drawing together and presenting reasonable conclusions from incomplete evidence and data.</p> <p>Takes action and provides clarity for other in situations where details are not clear</p>
Customer	<p>Promotes an attitude of valuing customers.</p> <p>Advocates for the inclusion of customer interest and needs in programme planning and decision making.</p>

Empowering Others	Guides and develops others to generate performance consistent with organizational goals and values.  Enables people to act and holds them accountable for their actions.
Change Orientation	Develops change strategies at department level and provides leadership through change.  Facilitates change and ownership in own areas and across business units and stakeholders.
Leadership	Is a natural and inspirational leader, who inspires dedication, commitment and enthusiasm in others. Provides clear expectations and direction. Uses different leadership styles, leads by example and operates with integrity.

### Competitive Edge

- Track record of managing sales resources across a large territory and driving pipeline growth and revenue results
- Experience working and selling with Endace Fusion Partners
- Understanding regulatory frameworks including security and financial compliance requirements
- Understanding of network security incident response and packet capture.

<b>Date:</b>	February 2025	<b>Job Code:</b>	SA.FSDS.M4
<b>Title:</b>	Senior Sales Director, East	<b>Level:</b>	Level 6
<b>Position Reference:</b>	TBC	<b>Employment Status:</b>	Permanent
<b>Department:</b>	US Sales, Field Sales	<b>Hours:</b>	Full-time
<b>Physical Location:</b>	NY, NJ, CN, or PS	<b>Budget Level:</b>	N/A
<b>Responsible to:</b>	VP Worldwide Sales	<b>Team Leadership:</b>	Up to 5