

# Sales Director, Western

January 2021



## Job Purpose

To manage all sales activities related to selling Endace products within a specified geographical territory or assigned industry vertical. Responsibilities include the day to day management of active accounts, quota attainment, recruitment and management of channel partners and end user prospecting.

Must meet or exceed sales revenue, sales profitability, new customer acquisition, and customer satisfaction goals. A key member of the US sales team that is focused on building a territory or vertical that is "direct" end user touch with "indirect" channel fulfilment.

## Key Responsibilities

### Technical

- Meet or exceed sales revenue, sales profitability, new customer acquisition, and customer satisfaction goals in assigned region/vertical.
- Lead all sales activities in assigned territory or set of accounts.
- Develop a sales plan and strategies for building/maintaining a robust sales pipeline and moving key opportunities through the sales cycle.
- Provide detailed and accurate sales forecasts using salesforce
- Develop and maintain key customer relationships in the assigned vertical or region.
- Work closely with marketing to develop and execute lead generation programs for assigned vertical or region.
- Monitor customer, market, and competitor activities and provide feedback to marketing.
- Develop, maintain and improve knowledge of the company's products/services and related network infrastructure and security technologies
- Follow the established sales processes of the company and effectively utilize the available sales resources provided by the company.

### Organization

- Complete and encourage others to complete administrative tasks in an accurate and timely manner
- Comply with and actively ensure safe working practices of self and others in accordance with Health and Safety Procedures
- Observe, comply and assist with developing policies, procedures, strategy and quality management systems
- Positively and actively support effective communication, encourage and provide constructive feedback
- Support and positively promote Endace's positive overall organisational vision, values and culture
- Assist others with the selection of approaches, methods and/or services as required
- Complete, participate in and ensure others undertake Career Development Planning
- Coach, mentor, and occasionally manage staff. Identify and disseminate best practice across a department.

## Competency Profile

### Technical

- BA/BS degree required (technical degree preferred)
- Experienced sales professional (8-12 years) demonstrating a history of meeting or exceeding quota attainment and new customer acquisition
- A successful demonstrable history of building and developing sales territories or vertical

- 8-12 years of field sales experience selling network security or network monitoring solutions to enterprise or assigned industry vertical customers.
- Proven experience hunting for and closing business with new customers.
- Proven evangelical sales track record in a new product/new market environment.
- Established relationships with customers and channel partners in defined territory or industry vertical required.
- Understanding of sales process and accurate sales forecasting
- Experience with salesforce.com
- Strong negotiating and closing skills
- Strong communication and presentation skills to a wide variety of audiences from individual contributor to CXO
- Knows how to translate product features into benefits that solve real customer problems
- Able to develop relationships at many different levels within a customer organization including engineering, business stakeholders, and executive management.

## Core

Interpersonal Skills	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. Listens carefully and non-defensively to various points of view whether or not they agree with these.
Achievement Drive and Energy	A drive for success and peruses results. Is action oriented and pursues things with energy and drive. Dedicated, committed, enthusiastic, positive and motivated. Has courage and persistence in convictions no matter how difficult the task.
Planning, Organising and Prioritising	Contributes to department work plans that have localised impact. Keeps a view of business priorities and redefines own priorities in line with expectations and objectives.
Communication Skills	Able to communicate logically, clearly, effectively and confidently at all levels. Listens intently and ensures other party feels they have been heard and understood. Can convince others and gain agreement.
Tolerance to Ambiguity	Is able to draw together and presenting reasonable conclusions from incomplete evidence and data – able to act or decide even when details are not clear.
Empowering Others	Enables people to act and holds them accountable for their actions.

## Competitive Edge

- Knows how to sell both network and security solutions to regional or industry vertical customers, understanding of incident response and packet capture a bonus.

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<b>Date:</b>	January 2021	<b>Job Code:</b>	S634
<b>Title:</b>	Sales Director	<b>Level:</b>	4
<b>Position Reference:</b>	TBC	<b>Employment Status:</b>	At Will
<b>Department:</b>	US Sales, Field Sales	<b>Hours:</b>	Full time
<b>Physical Location:</b>	Western USA	<b>Budget Level:</b>	N/A
<b>Responsible to:</b>	VP Worldwide Sales	<b>Team Leadership:</b>	N/A

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