

DIRECTOR OF SALES - EUROPE**JOB DETAILS**

As Director of Sales – Europe you are responsible to make it happen and deliver stellar sales performance throughout your territory. Yes, you will be selling and driving business yourself, but you are accountable for all teams of Senior Account Development Representatives and Account Development Representatives in your territory. Compensation is structured so you are incentivized to do both equally well. You are the key person:

- to ensure your teams know (and learn from you) the best practices in identifying, cultivating, coordinating and closing prospects;
- to develop existing clients into larger business opportunities; and,
- to leverage existing client relationships to build more sales within a client and as reference to their peer and/or sister organizations, and others in their industry.

You will work from our office near the University of London. You are expected to be able to travel as need to oversee teams in your region. This will include trips overseas.

The Director of Sales you are also the primary point of contact to turn an idea into a prospect, and then into a sale and an implemented smooth operational for the client. You manage the entire base of target accounts in your region; coordinate with marketing and across the sales organization to consistently identify niches and opportunities to grow the overall pipeline (as well as yours); work with the program managers to implement and create continuing customer satisfaction and success.

Excellent in coaching is vital, as is motivating your teams, driving increasing sales and ensuring the strength of our brand, and brand awareness, goes from good to great to superb, and beyond.

You must have experience in managing remote teams, as well, and ideally those working off-shore (in India). No whining is permitted in this job, and your mandate is to make sure everyone on your team is able to execute on the sales objectives, whether they are in North America, Europe, MENA or APAC.

Tenacity, drive and persistence must be a part of who you are and what you do so that the sales pipeline is enormous and ever growing, and sales closing non-stop.

You will work from either our office in Pioneer Square or our office near Market Street in San Francisco.

Your role involves:

1. All of the responsibilities articulated for the job of Senior Account Development Representative (be sure you have reviewed those before applying for this job), plus...
2. Recruiting, developing, training, mentoring/coaching, managing, growing and retaining the top performing team in the professional development/training business today
3. Agreeing to, meeting and (regularly) exceeding the benchmarks and key performance indicators (KPIs) set with the sales and company leadership organization including:
 - a. Revenues and profits for each client and account
 - b. Cold leads and leads-in-process metrics

- c. Client-in-development metrics
- d. Existing client metrics
- e. Social media metrics (followers, hours of views social media content...)
4. Ensuring best practices that result in current (as well as ongoing enhanced):
 - a. Sales materials (overview, details...) working with our marketing teams including websites, sales literature, general sales videos, personalized ...
 - b. Sales scripts (written and telephonic) for all levels of sales professional in your team
 - c. Sales pitches, client push-back and objection handling strategies, and closing skills
 - d. Sales funnel development and growth
 - e. Use of our customer relationship management (CRM) system to optimize communications and positive outcomes for all
5. Providing feedback to marketing and program management teams, as well as our senior leadership, about what specific domains of products and services (e.g., training in Full Stack vs. Cloud vs. Artificial Intelligence vs...) are in highest demand and most sought after by client organizations
6. Providing complete and accurate sales forecasts

REQUIREMENTS

- ✓ All the requirements articulated for the job of Senior Account Development Representative (be sure you have reviewed those before applying for this job), plus...
- ✓ 5+ years of proven sales management expertise
- ✓ Track record of meeting and exceeding revenue and profit goals of over \$2 million
- ✓ 3+ years of demonstrative ability to identify, interview, evaluate, hire, train, mentor, coach, manage, grow and retain sales professionals at all levels
- ✓ Proven ability to manage 5+ teams of senior and junior Account Development Representatives
- ✓ Proven record of fostering a productive, happy, motivating and collaborative work environment
- ✓ Proven skills at coordinating a sales team
- ✓ Proven organizational skills at using a comprehensive CRM in organizing sales, sales teams and results
- ✓ Proven talent to generate reports and data that clarifies sales performance of teams from that CRM
- ✓ Proven history of meeting KPIs and performance results
- ✓ Strong entrepreneurial skills and comfort in growth company, fast-changing business
- ✓ Proven, self-motivated personality and ambitions to achieve
- ✓ Excellent written and verbal communication skills
- ✓ Outstanding organizational and time-management skills

COMPANY SUMMARY

We are on a mission to transform technologists into world-class experts and business people into tech savvy leaders. It's that simple!

We are a specialized training company that provides live and online education for technology companies, financial institutions, government agencies and many others around the world. Our target audience are professionals working inside these client organizations.

We offer free online courses and private customized courses. The free online courses are a means of developing relationships (and upsales) with large companies who have many users of on these free courses, and the various individuals who want to subscribe to our course library.

More about us is located at <http://www.starweaver.com> and on our learning management system at learning management system at <http://lms.starweaver.com>. You can also view some of our online courses at a third party sites, where we also syndicate our content (e.g., <https://www.udemy.com/u/paulsiegel2>).

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