

**RES Exhibit Services LLC
Job Description**

JOB TITLE: Director, Sales

DEPARTMENT: Sales

FLSA STATUS: Exempt

REPORTS TO: **President & CEO**

SUMMARY: Thorough understanding of Sales, Marketing, Account Management, and Customer service develops and executes comprehensive strategic new sales plan that meets and exceeds annual revenue targets of the company. Convert new business maximizing the use of all RES services Partners with the Executive Team to formulate and implement company sales policies, develop long range sales goals/objectives, and product/service design and redesign.

Job Results, Essential Functions & Measures	
--	--

- New Account Development (50%)**
- A. Identify new opportunities and aggressively seeking prospective clients within assigned business segment and/or regional territory
 - B. Develops lasting relationships with new customers to maximize revenues for the company.
 - C. Provide consultative services to prospective clients to identify and develop market solutions that will meet/exceed prospective client's stated strategies and goals.
 - D. Provide consultative services to prospective clients to identify and develop market solutions that will meet/exceed prospective client's stated strategies and goals.
 - E. Coordinate and leverage company resources effectively throughout the sales process.
 - F. Conduct presentations for clients showcasing RES's capabilities, designs, and services. Profitably negotiate the final agreement. Close the sale.
 - G. Demonstrate capabilities and effective knowledge of RES products and services.
 - H. Involve the assigned Client Service Representative in the sales process thereby ensuring a smooth transition from sales to service.
 - I. Meet with clients on a regular basis and attend client events and shows to maintain relationships with signed clients as future references and "proof sources".
 - J. Meet/exceed monthly sales forecasts.
 - K. Prepares monthly sales report showing sales volume, potential sales, and areas of proposed client base expansion.

- Management Observation:**
- Employee demonstrates adequate levels of product knowledge.
 - A focus is always on setting up face to face meetings either on show site, prospect site or at RES.
 - A general focus on generating new business is noted.
 - Sales process is followed.
 - Research on Tier 1 and 2 targets is noticeable as a focus.
 - Timely completed RFP responses for prospective clients
 - Execute a minimum of 10 formal RFPs per year.
 - Face to Face meetings with clients on show floor and or client place of business
 - Revenue generation as defined in Employment Agreement.
 - Reviews all weekly sales team reports and offers guidance and training to support sales team growth.
 - Post Show Meeting reports are provided within 7 days of the meetings.

Job Results, Essential Functions & Measures

Existing Account Maintenance (5%)

- A. Provide consultative services to Client Services Department that help identify incremental sales opportunities within existing accounts
- B. Support Client Services sales process as it relates to development of existing business sales plans.

Salesforce Administrator (10%)

- A. Ensure all leads and communications are fully documented in Salesforce
- B. Train sales team on best practices for full utilization of this technology to support sales growth.
- C. Develop and execute sales and marketing communication plan to pool of existing and new prospects

Lead Sales Team (25%)

- A. Identifies and leads an effective sales force. This includes field training, supervision and identifying mentoring and improvement opportunities within the sales force. Looks to continuously train and develop the sales force.
- B. Creates/maintains productive systems for customer identification, qualification, sales and sales support, marketing, and secondary sales.
- C. Coordinates various department efforts to manage successful projects.

Management Observation:

- Provides timely and actionable feedback to CSMS in support of business growth

Management Observation:

- ERP & CRM automation and functionality is fully utilized.
- Salesforce is utilized for all prospect activity.
- Pre-show summaries are timely and accurate and useful for the salesperson on show floor.

Management Observation:

- Provides mentorship and develops career planning for sales staff.
- Encourages sales team to seek and overcome challenges in support of organizational growth
- Displays positive leadership to sales team and within the organization
- Provides timely and actionable feedback to improve performance.

Core Competencies

<i>Accountability</i>	<ul style="list-style-type: none"> ➤ Motivates self and others to focus efforts to meet deadlines even in demanding timeframes. ➤ Hold oneself and others accountable for doing whatever is needed to meet the commitments made around project outcomes.
<i>Communication</i>	<ul style="list-style-type: none"> ➤ Adapts style and content of communication of ideas and information to match the audience and the instance. Ensures that critical information related to key business issues is clear, concise, and accurate. ➤ Dynamic, consultative, and influential sales communications style. ➤ Must have strong presentation skills. ➤ Professionally communicates through both written and verbal methods.
<i>Judgment</i>	<ul style="list-style-type: none"> ➤ Demonstrates consistent logic, rationality, and objectivity in decision making. Shows common sense and makes authoritative decisions after adequately contemplating various available courses of action. Strong business acumen
<i>Problem Solving</i>	<ul style="list-style-type: none"> ➤ Identifies the true problem vs. the presenting problem. Integrates information from a variety of sources and detects trends, associations, and cause-effect relationships to determine effective solutions. ➤ Strategic, solution-based problem-solving skills
<i>Adaptability</i>	<ul style="list-style-type: none"> ➤ Treats change and new situations as opportunities for learning or growth; focuses on the beneficial aspects of change; speaks positively about the change to others.

This job description is a summary of the job duties and requirements that represent the general nature and level of work being performed. This description is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees. In addition to the above, all employees are expected to read, understand, and comply with company policies and procedures, regulatory expectations, quality, and department standards, etc. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

- Assertiveness**
Self-Awareness
- Recognizes not just one's own strengths but also short-comings and areas for improvement. Demonstrates the courage not to be defensive, rationalize mistakes, or blame others for one's own failures.
- Strategic Thinking & Planning**
- Proven ability for crafting marketing solutions for clients
 - Aligns plans and programs to drive organizational culture, values, and operating standards.
 - Anticipates risks and devises contingency plans to manage them.
 - Grasps big-picture, enterprise-wide issues across boundaries.

Position Qualifications	
Education & Experience	Mathematical Skills
Bachelor's degree, preferably business/marketing/communications emphasis with strong academic performance or equivalent experience. 5+ years consultative sales experience preferably in custom product/marketing solutions or advertising industry	Basic math. Ability to calculate figures and amounts such as proportions, percentages, dimensions, and ratios. Basic Geometry.
Organizational Skills	Reasoning Ability
Concurrently manage multiple prospects. Must be able to establish priorities and adjust to the ever-changing dynamics within a day.	Ability to apply common sense understanding to carry out detailed written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations. Confident & independent decision making.
Computer Skills	Physical Demands
ERP/Database: Basic Skill Level Microsoft Office: Intermediate Skill Level CRM Databases: Intermediate Skill Level	While performing the duties of this job, the employee is regularly required to use hands to operate office equipment such as a computer, camera, copier, fax, and other office equipment. The employee must occasionally lift/move up to 45 pounds. During busy periods, standard workdays would be extended based on workload, capacity and need.
Language Skills	Work Environment
Strong verbal communication skills when dealing with internal and external customers. Ability to respond to common inquiries or complaints from customers, vendors, regulatory agencies, or members of the business community. Ability to interpret documents & design drawings such as brand guidelines, booth elevations, creative briefs, and procedure manuals.	The noise level in the work environment can be loud in production areas. Hearing protection is provided as an optional use. Must comply with safety & dress codes for all production areas. Must follow all safety guidelines as outlined in the RES Safety Manual.

This job description is a summary of the job duties and requirements that represent the general nature and level of work being performed. This description is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees. In addition to the above, all employees are expected to read, understand, and comply with company policies and procedures, regulatory expectations, quality, and department standards, etc. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions