



# Job Description

<b>Job Title:</b>	<i>Sales Director</i>
<b>Department:</b>	<i>Sales and Marketing</i>
<b>Reports To:</b>	<i>VP of Sales and Marketing</i>
<b>Location:</b>	<i>Albany, NY</i>
<b>Classification:</b>	<i>Full time</i>
<b>Date Prepared:</b>	<i>07/05/2016</i>

## **JOB SUMMARY**

The Inside Sales Director represents the entire suite of company products and services to current client base as well as responsible for service integration product (VTC) new sales.

## **ESSENTIAL RESPONSIBILITIES**

- Working with Sales Engineer and VP of Sales to develop strategic approaches for each client
- Develops sales opportunities by identifying and researching opportunities within current client base
- Responsible for identifying decision makers and building rapport within current client base
- Develops accounts by reviewing customers buying history and suggesting related and new products and services
- Updates industry and product knowledge by participating in educational opportunities including attending tradeshows and industry events
- Responsible for capturing and reporting of accurate and complete account information into Salesforce
- Coordinates the involvement of company personnel, including subject matter experts, professional services, and management resources in order to meet performance objectives and customers' expectations
- Proactively assesses and validates customer needs and roadmap on an ongoing basis
- Works with Sales Engineer to identify and demonstrate solutions that best address current customer and VTC prospect needs
- Meets assigned targets for call, demo, and closed sale volumes within assigned accounts
- Consistently analyzes and summarizes competitor information to identify potential new sale VTC opportunities
- Establishes networks so as to establish and develop new business contacts for VTC new sales

## **NECESSARY QUALIFICATIONS**

- Ability to work in a fast paced, entrepreneurial environment
- Exceptional written and verbal skills
- Highly proficient computer skills including MS Word, PowerPoint, Excel and Outlook

- Previous experience using CRM software such as Salesforce desirable
- Highly organized with superior time-management skills
- Superior presentation skills
- Ability to multi-task with changing activities and priorities
- Highly energetic
- Shows consistent professionalism and good judgement
- Good problem solving skills
- Very competitive and also a team player
- Technical/Software background preferred
- Innovative and able to think on their feet
- Previous experience with middleware or other telecommunication network elements and devices highly desirable

### **EDUCATION, CERTIFICATIONS, AND EXPERIENCE**

- College Degree in Marketing or Business Related Field
- A minimum of 5-7 years of software sales experience in business-to-business sales environment

### **WORK ENVIRONMENT REQUIREMENTS**

- This position requires extensive travel
- A high-level of customer contact is required