



## **ROLE PROFILE**

<b>Title:</b>	<b>Sales Director - US</b>
<b>Function:</b>	Sales
<b>Reports To:</b>	VP of Sales
<b>Location:</b>	Remote position in any US State
<b>Territory:</b>	U.S.
<b>Type:</b>	Full Time

## **Role Description**

The Sales Director - US is accountable for executing an aggressive sales strategy that supports the Exchange Solutions business development goals and objectives. The primary objective of the role is to source and secure profitable new revenue/clients through new enterprise and mid-market customer acquisition in the retail space.

## **Primary Responsibilities**

- Become well versed with Exchange Solutions strategic priorities, capabilities, service offerings, value proposition, competitive differentiation, and sources of competitive advantage.
- Actively prospect and develop a qualified new business opportunity pipeline specifically targeting retail customers that supports the annual account and revenue targets.
- Cultivate and expand strategic retailer relationships through assessing and understanding the client activities and identifying both short and long term needs.
- Manage the full sales cycle, from the proposal stage through to contract negotiation and full project deployment.
- Generate innovative ideas on ways to navigate through the ever-changing retail space and grow profitable sales while improving our competitive advantage.
- Manage accurate lead, pipeline and forecast reporting on a regular basis and maintain data integrity into Exchange Solution's CRM database in HubSpot.



- Collaborate with Pre-Sales and Marketing to create joint demand generation strategies, potential client use cases and various programs and activities.
- Attend networking events to promote Exchange Solutions and identify potential future clients.

### **Capability Requirements – education, skills & experience**

- Post-secondary education with a degree in Business or Marketing. MBA an asset.
- Must have a minimum of 5 years or more experience in a Sales/Business Development role focused on selling loyalty platforms/programs. Experience selling to the Retail Industry targeting marketing departments is an asset.
- Experience at engaging C-Level leadership (CEO, CMO and Chief Digital Officers) or senior line of business executives (SVP/VP eCommerce, Marketing, Loyalty).
- Highly motivated with a proven track record of delivering profitable retail solution sales growth through B2B and B2C channels.
- Must possess solid, verifiable track record in over/achievement of successful new account revenue generation and Business Development. Only proven closers will be considered.
- Must have and be able to leverage an existing network of prospective clients.
- Proven experience with successful pricing, negotiation and contracting of commercial deals.
- Must have expert presentation skills and superior communication ability.
- Exceptional relationship management skills with demonstrated sales and technical savvy.
- Possess sound analytical skills, strong prospecting, business planning and sales execution skills.
- Excellent computer skills including, Microsoft Office (Word, Excel and Powerpoint) and CRM database HubSpot.
- Thrive in a fast-paced, entrepreneurial environment with ability to manage change seamlessly.
- Ability to work both independently and as part of a team, remotely.
- Must have ability to travel as required.