

Director - National Sales

Celeritas Group, LLC

Reporting to: President

Celeritas is bringing on board a National Sales Manager that will lead the sales efforts of its three separate and diverse business units. Having responsibility for the current and growing sales teams, the NSM will be expected to work closely with each division manager to develop, guide and support the sales individuals within each division. The successful candidate will be responsible for executing on a mutually developed aggressive growth plan through the management of the existing team, building his or her own business and the hiring of new sales people as milestones are exceeded.

The NSM will be very much the “master of their own destiny.” With proven performance and leadership, they will have the latitude, authority and responsibility to direct the sales efforts individually and divisions overall to meet the targets. In succeeding, they will be rewarded well financially, with an uncapped comp plan, and professionally, with an expanding role within the company.

The divisions, all of which are small businesses and operationally exceptional, offer both products and services to their customer base. While all their offerings are technology based, they range from barcode labels to sophisticated wireless tracking software, from metal bending to specialty enclosures, from cleaning to cooling solutions, from basic tech benches to ergonomic consoles with personal environmental controls. The markets range from data centers to retailers and pharmaceutical bio testing to mortgage banks. This position requires an individual that has demonstrated the ability to listen intensely, learn quickly, think strategically and demonstrate by example the way forward.

The NSM will understand how to sell a service as well as a product and the difference in selling what a product does as opposed to what it is. They will need to be solution and relationship focused, rather than product-based and transactional. Most importantly, they will have demonstrated their success through breaking down barriers, and connecting with the customer on both a quantitative level (e.g. ROI, profitability enhancement, productivity improvement, preventive requirements) and a qualitative one (e.g. the emotional benefits).

Some of the products and services are in mature markets while others are on the bleeding edge. Some of the offerings have a commanding market share, while others are unknown in the market. All are niche focused.

To develop sales and succeed in this diverse environment, this individual will need to be disciplined and have a proven program of sales development (in both hunting and account expansion), along with a natural flexibility, humility, inquisitiveness, competitiveness and willingness to take the initiative and never accept being the victim.

The sales manager will be responsible for setting the strategic direction of each division in conjunction with the operation manager to submit fully vetted plans for approval. These plans will be annual with quarterly updates that identify the mission, strategy, objectives and actions of the sales force. Consequently, the sales manager will need not only the buy-in from the sales folks, but full support and participation from the division managers as well. This individual will be expected to be fluent on CRM and Excel in order provide data driven reports to assist in supporting guidance.

Corporate National Sales Manager

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The successful candidate will ideally have had a background in selling both process-solution (as opposed to transactional) software and hardware, and have long standing relationships within the data center, process control or labeling, asset identification and tracking markets.

This position will enable the individual to make a substantial impact on the success of all the divisions. They will be leading the teams to greater heights, showing them through one's own success in securing sales and providing them methodologies and direction allowing them all to realize their full capability.

Responsibilities:

- Effectively build and execute a sales plan to achieve revenue targets
- Develop and utilize clear value propositions each company
- Create sales opportunities by diligently prospecting and closing target accounts
- Aggressively engage with leads via telephone, email and social media to educate and drive leads through the pipeline
- Set up on site meetings and execute presentations, solution demos and meetings with key decision-makers and influencers
- Achieve quarterly and yearly quotas in closed business by successfully converting leads
- Ensure that opportunities are moving forward
- Clearly document sales pipeline including sales forecasts, prospect details, current engagements and future planned activities
- Expand business from existing customers while working new channels and relationship to uncover new customers
- Lead by example to show how the sale people can better their capability to generate demand through social media, cold calling, and recurring call campaigns to build a pipeline of business.
- Work with marketing to determine the most appropriate mix of marketing programs to target existing and new prospects in key segments and verticals (i.e., webinars, SEM/SEO, PPC, PR, trade shows, education seminars, lunch and learn, blog and email) as well as assisting in developing clear, compelling content for email, SEM, and other online campaigns
- Drive competitive market strategies and build campaigns to support aggressive pipeline growth
- Define goals and metrics for all people individuals and programs
- Track, measure, and analyze both individual and campaign performance on an on-going basis, their lead quality, proper conversion ratios and ROI.
- Be an active part of the network groups within each target market
- Plan and execute solutions for the sales team to deliver to customers
- Mentor sales team members
- Identify and analyze business opportunities with current and prospective customers by researching the industry and market trends
- Find, develop and maintain relationships with new clients meeting objectives
- Prepare reports by collecting sales information and statistics

Key Requirements

- Strong history in sales

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- Superior analytical skills
- Understanding of customer needs
- Excellent communication skills
- 7 – 10 years of direct experience selling within multi-channel B2B environments.
- Experience in managing sales individuals
- Ability to assist marketing in developing SEO/SEM, social media, email, and content
- Experienced with CRM and analytics tools
- Utilization of social and traditional networking to expand your world rapidly
- Trustworthy and high level of integrity
- Understanding of RFID wireless technology and has worked at a high-technology software company with B2B products
- Ability to think strategically and competitively, observe patterns and execute tactical programs
- Excellent writing, organizational, conceptual and creative problem-solving skills
- A team player with an entrepreneurial spirit and the ability to work independently with minimal oversight
- Pro-active communication in all circumstances (good and bad news)
- An open-minded approach to both situations and people
- Comfortable reaching out to cold potential leads
- The ability to creatively navigate challenging customer situations to always ensure customer satisfaction, while ensuring a high level of integrity, candor and honesty
- Well networked in the industries to be able to build an organization of sales people throughout the country
- Ability to articulate the plan and delivery on it
- Bachelor's degree

Compensation

- Competitive compensation package commensurate with experience
- Base plus uncapped commission
- Equity options

Please contact Sabrina Edinger in Human Resources

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