



**BUILDING VALUE SINCE 1906**

**Position: Director of Global Accounts**

**Location: Atlanta, GA**

### **SUMMARY**

The Director of Global Accounts is responsible for maximizing Sales Volume by implementing Sales and Marketing Strategies for Global Accounts, National Accounts and large National Distribution. National/Global Accounts are defined as multi-location, high volume, uniform facility clients operating domestically and internationally. The position requires a deep understanding of the multi-layered buying process, which he or she must navigate to originate and close opportunities via those Customers.

The Director must understand, sell to, and support the needs of the major decision-making constituencies, to include the National Account Customer, the National Account Architect, and the National Account Distributor Customer. He or she must learn the needs (and unmet needs) of a variety of "vertical" buying channels, and effectively target each of those channels. The manager must already be familiar with, or be able to rapidly learn the company, its products, their features and benefits, and relevant programs, services and value propositions in order to successfully sell.

The Director is expected to have a high degree of independent leadership, demonstrable sales skill, analytical and strategic capability, effective decision-making processes, and negotiation experience. He or she is expected to lead a team and become a respected leader within the organization who is capable of leading cross-functional teams to advance Sales goals. The Director will work to elevate the role of National/Global Accounts in the company and develop the skill sets of his or her sales team. The Director will be expected to interact with the Company executive team to include participation and contribution at our strategic planning and organizational development retreats.

### **TYPICAL FUNCTIONS AND RESPONSIBILITIES**

- Effectively plans field work based on the areas where maximum revenue growth can be achieved. Provides clear expectations of field work when working with their sales team, utilizes the Professional Selling Skills sales process on sales calls, and establishes concrete action items from each sales call. This position will leverage and network with representative, distributor, and Sales Manager relationships to develop National Accounts Opportunities.
- On sales calls, this position proposes effective agendas, asks penetrating probing questions, recommends appropriate benefits and solutions, and closes with mutual agreement as to next steps.

- Utilizes with a high degree of efficiency the provided CRM to track Accounts, Contacts, Events (sales call activities, outcome), Opportunities, and Campaigns.
- Demonstrate an advanced skill level in understanding large and complex End User Customers and Distributors, and employ advanced networking and negotiation techniques to prospect and sell to those Customer's requirements, while minimizing special demands on the company.

Researches and understands relevant markets, establishes a National/Global Accounts target list, coordinates as appropriate with their team et al to target those accounts, and also initiates independent Sales Opportunities with accounts.

- This position is to adapt overall Sales and Marketing strategies to the needs of individual National Accounts, in order to increase effectiveness of execution via a tailored approach to individual markets, considering products, categories, and brands.
- Conducts a monthly review of Sales Performance, effectively analyzing, understanding, and interpreting results and trends by sales team members, distributors, product categories, and vertical channels. Utilizes data, strategic conversations, and field work to arrive at an appropriate understanding of sales performance.
- From sales results, derive areas for improvement, establish action plans to realize sales growth opportunities out of that analytical process.
- Conducts routine Business Reviews, presenting to the Sales Executive team the status of Sales Execution in the position's area of responsibility.
- Demonstrate a degree of executive thinking- recommending and at times implementing improvements to overall Sales and Marketing strategy and Execution planning.
- Participate in the annual planning process which includes both budgetary aspects as well as the annual sales forecast for National/Global Account responsibilities. The Director will be required to present this forecast to include executional tactics to the Company's executive team

#### **EDUCATION and/or EXPERIENCE**

- Bachelor's degree (B. A.) from four-year College or university; and a history of demonstrated National Accounts successes over five to ten years related sales experience; or equivalent combination of education and sales experience. Proven success with and a developed portfolio of National Account customers.
- Demonstrated history of successfully prospecting, networking, selling, negotiating, and closing National Accounts Opportunities in an independent, proactive, entrepreneurial environment.
- Ability to use pivot tables and analysis to understand sales performance and identify areas of opportunity.

- Travel requirements are 40% - 50%