

**TITLE:** SVP, SALES

**LOCATION:** WASHINGTON

**COMPANY:** Our client is a market leading manufacturer and distributor of medical devices and supplies.

**ROLE FOCUS:** The Senior Vice President (SVP) of Sales manages all functions essential to the sales effort. These include planning, reporting, quota setting and management, sales process optimization, sales training, sales program implementation, sales compensation design and administration, and recruiting and selection of sales force talent. The SVP is responsible for the overall productivity and effectiveness of the sales organization creating an energetic performance driven environment. Reporting to the CEO, the SVP fosters close working relationships with internal and external stakeholders to ensure the sales organization's efficient operation and success.

**RESPONSIBILITIES:**

- Provides leadership to the sales organization, and counsel to the CEO in implementing sales organization objectives that appropriately reflect the company's business goals.
- Implements a strategic sales process and methodology for long sales cycles in a consensus driven environment.
- Designs, implements, and manages sales forecasting, planning, and budgeting processes. Establishes high levels of quality, accuracy, and process consistency in planning, forecasting, and budgeting approaches used by the sales organization.
- Ensures planning, forecasting and budgeting efforts are appropriately integrated with other planning processes employed within the firm.
- Responsible for assigning sales force quotas and ensuring the firm's financial objectives are met.
- Partners with the CEO to implement the sales process.
- Facilitates successful implementation of new programs through the sales organization by ensuring a well-defined, efficient sales process is in place.
- Fosters an organization of continuous process improvement.
- Recommends changes and enhancements to the company Customer Relationship Management technology platform.
- Responsible for the optimal deployment of sales personnel.
- Makes recommendations for changing sales roles, coverage models, or team configurations to maximize sales productivity.

- Works closely with leadership to define the optimal performance measurements and performance management programs required to ensure sales organization success.
- Aligns reporting, training, and incentive programs with these performance management priorities.
- Proactively assesses, clarifies, and validates customer requirements and satisfaction by engaging key customer accounts in conjunction with sales personnel managed.
- Provides a management-level point of contact for key customers.
- Builds peer support and strong internal-company relationships with other key management personnel.
- Leads an efficient and accurate sales funnel process. Prioritizes development objectives for all sales support roles.
- Works with CEO to design sales incentive compensation programs that provide market-competitive pay, reinforce sales organization strategy, and align with business and sales organization objectives.
- Oversees sales compensation plan administration. Establish sales compensation program rules, policies, and procedures. Ensures sufficient resources are assigned to adequately administer sales compensation programs.
- Directs and supports the consistent implementation of company initiatives. Achievement of firm sales, profit, and strategic objectives. Accountable for the on-time implementation of sales organizations performance objectives.
- Accountable for the thorough implementation of sales organization-impacting initiatives.
- Achievement of strategic objectives defined by the CEO.

**IDEAL CANDIDATE:**

- Four year college degree from an accredited institution. Master's degree would be an asset.
- Minimum ten years of sales management experience in a business-to-business sales environment preferably in medical devices or related industries.
- Strong experience in selling to the executive level of hospitals and clinical groups.
- Trained in solutions selling methodology.
- Significant experience in medical device and/or medical products sales.
- Successful background in consensus selling including on-going engagement and account development.
- Superior presentation, verbal, and written communication skills.
- Ability to lead and think strategically across all business functions.

- Demonstrated ability to attract and build a high-quality sales organization including process, compensation, methodology and technology
- Ability to develop models of accountability and rewards systems
- Superior analytical and problem solving skills