



Director of Sales Responsibilities Job Description

Sales Management

- Ensure effective communication between sales and all other departments
- Manage and lead the sales and front desk teams in achieving individual and company-wide goals
- Establish, nurture, develop and enhance all client relationships
- Assist in securing new leads and developing business for the sales team
- Ensure proper follow-up with clients before and after events
- Grow sales by ensuring inquiries and leads are responded to in an enthusiastic and timely manner
- Manage the day-to-day responsibilities of all team members
- Ensure comprehensive files are maintained for client management
- Manage event production to include proposal writing, menu development, equipment & logistics, floor plans, and Caterease management including sales training, sales processes, and maintenance requests
- Collaborate with Director of Business Development to strategize new menu and creative initiatives

Sales Leadership

- Develop sales plans and strategies to support company goals and objectives
- Coach, mentor, and train all team members
- Develop prospecting and new business development strategies

Operations

- Attend events as required and needed
- Work collaboratively with Service and Operations Teams to ensure we are providing the highest level of customer service and developing a culture of no clients should be a one-time client
- Work collaboratively with the Culinary Team in the development of quality, creative, and timely presentations of food for tastings, client gifts, and proposals
- Work collaboratively with the Design Team in the development of quality, creativity, and timely proposals and ideas for up-sellable items; create a library of sellable items with production time frame requirements

Financial

- Work with the leadership team to create sales revenue plans and goals
- Drive profitability
- Develop reporting structure for sales, profitability, and budgets in conjunction with CFO/Accounting
- Manage individual sales expense budgets
- Partner with the Accounting Department to tighten up the payment process to ensure compilation of accurate final billing and timely collection of account receivables
- Train, and streamline the billing process for the sales team to collect timely payments (including pro formas and invoices)

Administrative

- Partner with Human Resources in creating employee life-cycle training initiatives
- Implement policies and procedures to establish a solid infrastructure for growth
- Maintain an exemplary level of confidentiality when dealing with sensitive issues
- Develop a holistic understanding of the company's vision
- Perform other relevant duties as required

This is a full-time in office salaried position starting at \$85,000 annually