

Job Title

## **Vice President of Customer Development (VPCD)**

As the Vice President of Customer Development, you are the architect of our growth, responsible for orchestrating the entire customer acquisition journey from initial engagement to successful conversion. With the support of your dedicated assistant, you will strategically develop and execute integrated sales and marketing initiatives, optimize operational efficiency, and cultivate lasting customer relationships.

### **ACCOUNTABILITIES**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Lead Manage Accountability (LMA):** Lead and drive results through effective leadership, process optimization, and accountability frameworks.

- Drive departmental performance by aligning actions with the company's vision and core values.
- Optimize departmental effectiveness by leveraging EOS tools and methodologies.
- Cultivate a departmental culture rooted in care and accountability.
- Adhere to all company procedures, values and policies.
- Recruit, train, mentor, and coach departmental personnel.
- Develop and implement impactful training programs specific to the department's needs.
- Ensure effective communication and issue resolution through consistent weekly Level 10 meetings with direct reports.

**Shape Company Vision & Strategy:** Actively contribute to the strategic direction of the entire organization, ensuring alignment and driving collective success.

- Collaborate directly with the Leadership Team on the development of overall company strategy.
- Participate fully and provide valuable input in all weekly, quarterly, and annual strategic planning sessions.

**Optimize Financial Performance:** Drive departmental profitability and growth by strategically managing budgets, maximizing revenue, and ensuring accurate financial forecasting.

- Oversee all aspects of departmental budgeting, including development, forecasting, and quarterly financial reviews.
- Define, track, and analyze key performance indicators (KPIs) to guide departmental financial decisions.

**Drive Customer Growth Strategy:** Architect and implement cohesive marketing and sales strategies to attract, engage, and acquire new customers, ensuring alignment with overall business objectives.

- Craft and execute comprehensive marketing and sales strategies that directly support company goals.
- Lead the development and integration of overarching strategies for customer attraction, engagement, and acquisition.
- Establish and ensure the consistent achievement of monthly, quarterly, and annual revenue targets.
- Generate accurate sales forecasts by analyzing historical data, current pipeline, and market trends, communicating these effectively to leadership.
- Optimize the sales pipeline by identifying bottlenecks and refining processes to ensure consistent deal flow.
- Define, document, and ensure adherence to a clear, repeatable sales process.

**Manage Sales Operations & Customer Relationships:** Oversee the end-to-end sales process for equipment, ensuring efficient order management, accurate pricing, and exceptional customer experience.

- Approve and efficiently manage all equipment orders and returns.
- Ensure accurate and timely quotes are provided, offering optimal equipment options and appropriate discounts.
- Collaborate closely with potential and existing customers to identify and provide the best solutions for their specific needs.
- Ensure robust processes are in place for accurate order fulfillment and clear communication of all terms and conditions to customers.
- Follow up with customers post-sale to ensure all expectations were met, facilitating a smooth transition to the Customer Support Team.

**Cultivate Brand Identity & Market Presence:** Establish and champion a strong, consistent brand presence across all channels, driving awareness and enhancing the company's reputation.

- Develop and manage the creation of high-impact marketing materials.
- Oversee the procurement of branded merchandise for employees, customers, and events.
- Strategically generate, monitor, and evaluate brand and product awareness across all available channels, including website and social media.
- Ensure unwavering consistency in brand messaging, voice, and visual identity across all internal and external communications and platforms.
- Proactively manage the company's brand reputation and public relations efforts.
- Continuously monitor and safeguard the integrity of our brand's visual and stylistic standards.

**Manage Sales & Customer Data Systems:** Ensure all sales, customer, and operational data systems are consistently accurate and effectively leveraged to drive insights and efficiency.

- Drive the accuracy and integrity of all sales and customer management systems data.
- Maximize effective utilization of the CRM system by the team.
- Strategically configure the CRM to enhance the sales process and reporting capabilities.
- Maintain accurate and current equipment pricing within the related software systems.

**Drive Continuous Improvement & Market Insight:** Spearhead the optimization of the integrated customer development process, leveraging comprehensive market intelligence and customer feedback to drive innovation and enhance the customer journey.

- Analyze market intelligence and customer feedback to drive actionable marketing and product strategies.
- Define, document, and relentlessly optimize integrated sales and marketing processes to ensure maximum efficiency, scalability, and an exceptional customer experience.
- Utilize customer feedback, market insights, and competitive analysis to refine existing offerings and propose innovative new equipment and design modifications.
- Remain at the forefront of competitor advancements and key technological shifts in the industry.

**Optimize Pricing & Discount Management:** Optimize revenue and market competitiveness through effective pricing strategies and discount policies.

- Strategize and manage departmental pricing structures and discount policies.
- Ensure all sales discounts strictly align with established Key Performance Indicator (KPI) targets and customer agreements.
- Analyze market conditions and internal performance to optimize pricing for maximum revenue and profitability.

**Manage Industry Engagement & Networking:** Cultivate and leverage industry relationships through active participation in professional organizations and events.

- Manage participation in trade association memberships and event sponsorships.
- Actively engage in industry-related networking events, both in-person and remotely.
- Oversee all facets of the company's participation in trade shows.

**Develop & Optimize Departmental Processes (SOPs):** Establish, document, and continuously refine departmental processes, policies, and procedures to ensure efficiency, consistency, and compliance.

- Develop, document, enforce, and regularly review operational policies, procedures, and processes.
- Ensure Standard Operating Procedures (SOPs) are clear, concise, and easily understandable.
- Train departmental personnel on all relevant SOPs.

*\*The company reserves the right to add or change duties at any time.*

## **SKILLS AND EXPERIENCE**

- **Education and experience:** Bachelor's degree in business administration or a related field or 10 years of experience in a sales leadership role.
- **Customer Focus:** Sincere concern for customers' satisfaction.
- **Business acumen:** Strong business acumen and strategic thinking abilities.
- **Sales and Marketing:** Experience with sales and customer service. Hands-on experience strategizing and negotiating complex sales deals. Working knowledge of social media platforms and various marketing tools.
- **Financial acumen:** Strong financial analysis, budgeting, and forecasting skills.
- **Project management:** Proven ability to manage multiple complex projects simultaneously. Skilled in managing sales projects efficiently to ensure timely delivery and alignment with business goals.
- **Math Ability:** Ability to calculate figures and amounts such as discounts, proportions, percentages, area, circumference, and volume.
- **Language:** Ability to read, write, analyze, and interpret complex documents. Ability to respond effectively to sensitive inquiries or complaints. Ability to write emails, letters, and articles using proper formatting, grammar, and spelling.
- **Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form while considering all variables. Ability to solve complex problems and negotiate.
- **Computer Skills:** Proficient in using processing software; spreadsheet software; internet software; contact management systems.
- **Operational expertise:** Seeks to improve processes and streamline operation.
- **Data analysis:** Creating and analyzing KPIs to identify trends.
- **Communication:** Excellent verbal and written communication skills, including the ability to present complex information clearly and concisely.
- **Organization:** Excellent time management and organizational skills.
- **Leadership:** Demonstrated ability to lead, inspire, motivate, and develop high-performing teams.
- **EOS:** Experience with EOS is a plus.

## **PERSONALITY**

### **Leadership and Interpersonal Skills**

- **Engaging and personable:** Communicates effectively, inspires others, and creates a positive work environment.
- **Passionate and results-driven:** Committed to excellence, delivers exceptional outcomes, and maintains a "can-do" attitude. Radiates positive energy and has a sense of engagement.
- **Humble and authentic:** Open to feedback, transparent, and approachable. Open to receiving constructive feedback for the purpose of continuous improvement.

### **Strategic and Analytical Mindset**

- **Strategic thinker:** Develops and executes effective plans to achieve organizational goals.
- **Problem-solver:** Identifies challenges, develops solutions, and makes sound decisions.

- **Detail-oriented:** Ensures accuracy and precision in all work with extreme attention to detail.
- **Analytical and logical:** Uses data to inform decision-making.
- **Innovative and experimental:** Proposes new ideas and is willing to try different approaches.
- **Curious and eager to learn:** Possesses a strong desire to learn and stay current with trends and best practices. Active listener and social perceptiveness.

#### **Operational Focus**

- **Disciplined and dependable:** Reliable, organized, and efficient. Self-starter who is dependable and motivated.
- **Flexible and adaptable:** Thrives in a dynamic environment and balances routine with ad-hoc work. Flexible and willing to follow tight scheduling requirements.
- **Process-driven:** Implements and improves efficient workflows.
- **Customer-centric:** Prioritizes customer needs and delivers exceptional service. Able to build trust and forge relationships with customers, vendors and team. Shows sincere concern for customers' satisfaction and quickly acts on their needs.
- **Virtual Work:** Experience in working remotely with minimal supervision.

#### **Cultural Fit**

- **Positive and collaborative:** Enjoys teamwork, healthy debate, and a supportive work culture.
- **Sense of humor:** Maintains a positive outlook and contributes to a fun work environment.

#### **Certificates and Licenses**

- Valid driver's license.
- Must have a dependable mode of transportation.

#### **Work Hours & Environment**

- Remote - 8:00 am to 5:00 pm (ET) Monday through Friday.
- 30% travel required.

#### **Physical Demands**

The employee is frequently required to sit. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is regularly required to walk; stand; use hands; reach; and talk or hear.