

## Global Sales Director

CR Worldwide continues to develop and grow, which has led to a requirement to introduce a new role in the Sales function of Global Sales Director. The primary responsibility is to grow and develop the sales function from its current form and size into a “Global Team” winning and managing multiple global clients and targeting revenues in excess of \$100m within 5 years.

This role will sit on the Executive Committee. The scope of the role is expected to evolve over time depending on company strategy and market opportunities.

CR Worldwide is a leading provider of technology-led B2B recognition, incentive and event programs. Our award-winning programs are designed to inspire and engage our client’s customers, employees and partners through recognising the desired behaviours and measurable performance. We have utilised the vast experience of our in-house team to develop a best-in-class, proprietary platform that has earned us a reputation as an innovator in the industry.

- Clients include HPE, Dell, Microsoft, Virgin Atlantic, Red Bull and Thomson Reuters
- Based in the UK (Stratford-upon-Avon), with a team in the US (Boston, MA) and regional Partners
- Awards: Several Marketing, People and Industry specific
- Current and expected growth rates: 20%+ CAGR
- Company values: Can-do, Respected, Innovative
- Compensation plan: To be discussed
- Location of position: Based in Stratford upon Avon, International HQ

### Metrics

Sales revenues, in line or above budget (split value and volume)

- Mix of business, to maintain or improve GM%
- Growth in active clients
- Growth in client spend
- No client > 25% revenue share
- New market penetration / market share

### Role and responsibilities

- Develop plans and strategies for developing business and achieving the company’s sales goals
- Create a culture of success and ongoing business and goal achievement
- Define optimal sales force structure and a “One CR Approach” to achieve most effective selling processes and team collaboration
- Manage the sales team, operations and resources to deliver profitable growth
- Coach all members of the sales team to develop skills and improve performance
- Hire and develop sales staff to expand the team
- Manage the use of budgets
- Help CR to be known as an employer of choice and a sales force that top sales people want to join
- Define and oversee sales staff compensation and incentive programs that motivate the sales team to achieve their sales targets

- Define and coordinate sales training programs that enable staff to achieve their potential and support company sales objectives
- Manage customer expectations and contribute to a high level of customer satisfaction
- Define sales processes that drive desired sales outcomes and identify improvements
- Put in place infrastructure and systems to support the success of the sales function
- Deliver accurate sales forecasting and pipeline management
- Compile information and data related to customer and prospect interactions
- Monitor customer, market and competitor activity and provide feedback to leadership team and other company functions
- Work closely with the marketing function to establish successful lead generation and communications
- Manage key customer relationships and participate in closing strategic opportunities
- Travel for in-person meetings with prospective customers and clients to establish and develop key relationships

## Experience required

Successful and demonstrable experience building and executing a go-to-market strategy and sales plan

- Successful experience selling directly to B2B (mid-sized and large)
- Successful experience selling recognition, incentives, events and reward programs to midsized to large organisations
- Successful extensive experience closing 5 and 6-figure deals
- Successful experience monitoring and evaluating sales rep progress against stated expectations, in addition to aligning and changing behaviour with performance expectations
- Successful experience managing a team of 10+ sales people
- Successful experience coaching sales people to be the best they can be
- Extensive experience in managing complex key customer relationships and closing strategic opportunities globally
- Successful experience utilising a CRM to manage team sales tasks, pipeline, and closing data
- Successful experience hiring and onboarding sales professionals
- Successful experience building and managing sales teams regionally and globally
- Proven experience working within a medium/large company environment multi-nationally
- Experience providing status reports with market and customer feedback to the Executive Leadership team
- Can demonstrate ability in all aspects of sales leadership