



Sales Leader

Position Title: Sales Leader

Reports Directly To: Sales Manager

Indirectly Reports To: Client Success Officer

Location: Remote Employee or Rockland, ME

FLSA Status: Base Salary plus Commission

Summary

The sales leader will be part of the Dream Local Digital sales team and will travel to our media partner markets to assist in successfully selling digital marketing services to their local customer bases. This person will be the success manager for the top 25-40% of the salesforce at our business partners to identify, target and drive revenue by supporting, researching, coaching and training. This person will also drive direct revenue where and when possible. This role requires regular travel: consisting of traveling to our partner markets up to 20 weeks per year, which will require overnight stays of 2-4 nights. The sales leader will be working in a fast-paced environment and will be expected to prepare proposals, identify customer needs, present solutions on the phone and in front of prospects, set correct expectations surrounding our products, and close sales. This person will be an ambassador for the company, promoting Dream Local Digital to the local and national community. The sales manager and/or the client success officer will assist with conflicts of prioritization and allocate resources accordingly, based on the current business needs. All sales activity will be tracked in our sales platform and measured on a weekly basis.

Responsibilities

- Drive revenue growth by visiting partners for in-market sales presentations, client meetings, closing sales and trainings
- Successfully coach and train sales teams to prospect, present and close business to increase their digital revenue and sales abilities
- Strategize with Dream Local team, partner sales directors, sales managers and sales teams to set goals and hit budgets and grow digital revenue
- Prepare and professionally deliver formal and informal presentations to prospects
- Responsible for prospecting new potential clients and following up with direct leads as assigned and working through our sales process to close. This involves needs-assessment calls, proposal preparation, presentation, sales calls, touchpoint emails, contract prep and close.
- Participate in sales-related events (seminars, trade shows, etc.) when relevant
- Ability to consistently achieve or exceed predetermined sales goals

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- Consult on marketing strategies
- Identify opportunity and recommend solutions for potential customers and effectively communicating those to sales teams, to create quotes based on our pricing
- Assist in overcoming objections and offer ongoing coaching and training to sales teams
- Follow up regarding status of proposals and providing updates on prospects to management
- Offer ongoing coaching and skills building to sales teams, report back to Dream Local team what tools, training and collateral would assist process and work with co-workers to assist your partner markets
- Understand all product and service offerings and demonstrate technical marketing and sales skills of Dream Local Digital products and platforms
- Enter in all activity to our salesforce.com platform
- Maintain digital marketing knowledge, specifically the use of social media sites, search engines, and web sites
- Manages customer touch points as assigned in Salesforce and is proactive upon CSO direction to send out emails and notes mid-cycle and on a frequent basis.
- Acquire new clients as well as increase sales to existing clientele both direct and indirect (reseller partners)
- Other duties may be assigned by the sales manager and/or client success officer at any time.

Qualifications and Skills

To perform this job successfully this individual will have skills and abilities in sales, a proven track record and be required to travel to our business markets to sell and work with our business partners. An individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sales experience, drive and desire to increase opportunity and income
- Excellent communicator and results-driven
- Fast learner, curious, continually mastering your craft
- Proven ability and experience CLOSING deals
- Ability to coach and train, communicate effectively and inspire
- Excels in time management, ability to multi-task, prioritize tasks and communicate effectively both internally and externally about progress on projects
- Excels in customer service - recognizing that partner and internal sales teams are customers as well as end clients

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- Thorough understanding of grassroots marketing, audience targeting & brand identity
- Energetic and driven individual hungry for knowledge and excited to learn and share findings
- Quick learner, action oriented, & solution oriented
- Ability to be productive when working remotely
- Self-motivated and able to make decisions independently, yet be a team player
- Strong experience in social media, search engine marketing, and email marketing
- Business experience & ability to be perceived as a strategic business partner
- Strong interpersonal and communication skills, maturity and good judgment
- Strong drive to WIN, and be a part of our culture

Requirements

Demonstrated sales experience and other relevant experience is required. When sales leaders are not traveling to our business markets, they may live and work remotely from our headquarters in Rockland, Maine. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

- Bachelor's degree preferred
- Demonstrated sales experience with proven results

Supervisory Responsibilities

This position does not have direct reports.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Dream Local Digital is an Equal Opportunity Employer. Receipt of this job description does not constitute a promise or guarantee of employment.