

Job Title: Vice President Sales
Department: Sales
Manager: President
FLSA: Exempt **Job Status: Full Time**

Position Summary/Objective:

This position is the executive responsible for GMI's sales success. Primarily responsible for driving future commercial sales success while delivering on current expectations. Responsible for strategic sales leadership and revenue delivery for the company across all lines of business and channels, including internal sales staff and external reps. Included in this role is responsibility for directing and managing market competitiveness, pricing, compensation, distribution, and channel strategies. This goal is achieved by providing leadership toward the achievement of maximum profitability and growth in line with the company's vision and values.

Expectations:

- A. Create and execute sales department strategies to meet all requirements while achieving GMI's revenue and profit goals.
- B. Lead Company sales professionals and external distribution partners (Reps and Dealers) to achieve sales and profit objectives.
- C. Collaborate with GMI Marketing, Product Development, and Customer Experience groups to produce optimal commercial success.
- D. Identify and implement process improvements and technology advancements to engage employees and achieve goals.
- E. Identify strategic business opportunities.
- F. Cultivate awareness of company realities.
- G. Exemplify the company's commitment to servant leadership in all interactions, and at all times.

Measurements:

- A. Sale & margin goals of organization
- B. New business, business retention, and Rep/Dealer expansion per plan
- C. Positive ratings from internal employee surveys

Summary of Responsibilities:

- A. Create and execute sales department strategies to meet all requirements while achieving GMI's revenue and profit goals. Invest time in learning and evaluating new processes and technologies that will impact the business. Creatively create GMI's vibrant, expanding sales future.
 - 1. Drive GMI to expected success via targeted channels and partners.

2. Collaborate closely with peers (Marketing, Operations, and Product, CX) to ensure alignment.
 3. Routinely update management team on plans, realities, and requirements.
 4. Understand and translate GMI's business strategies to commercial initiatives.
 5. Oversee all business development and provide strategic direction to ensure sales growth.
 6. Coordinate development and execution of sales strategies for new product introductions.
 7. Establish and execute a robust and aggressive strategic Rep/Dealer expansion plan.
 8. Establish compensation, training, and sales incentive (e.g. rebate) programs, internal and external.
 9. Analyze, evaluate, and increase the effectiveness of sales methods, costs, and results.
 10. Develop quotas, budgets, short-term and long-range goals in support of business objectives.
 11. Develop long term business plans along with president and other leaders as designated.
- B. Lead company sales professionals and external distribution partners (Reps and Dealers) to achieve sales and profit objectives.
1. Lead the company's sales charge with significant, sustained energy and passion.
 2. Ensure sales team is consistently acting in accordance with GMI's mission and values.
 3. Oversee all sales functions of GMI to ensure high quality sales, service, and delivery.
 4. Assist sales team in delivery of proposals and presentations where necessary to close strategic deals.
 5. Provide mentoring, coaching, development, and counseling as needed to sales team.
 6. Maintain critical Rep and Dealer relationships and develop and implement strategies for expanding / increasing density of the company's Rep base, nationwide.
 7. Actively develop & lead salespeople, GMI staff and outside reps.
 8. Stay on top of the business by consistently making joint calls and satisfying requirements through GMI counterparts (internal and external).
 9. Strategically select, deselect, and nurture key Reps and Dealers.
 10. Consistently improve sales strategies, processes, and tactics.
 11. Work closely with key senior executives of existing and targeted Reps and Dealers.
 12. Continually learn and experiment to ensure commercial success.
- C. Collaborate closely with the organization to ensure consistent alignment.
1. Continually strengthen GMI's value propositions.

2. Engage with marketing execution via assigned staff.
 3. Collaborate closely with strategic marketing leader.
 4. Ensure alignment with GMI strategic marketing plans, initiatives, and expectations.
 5. Consistently improve impact of tactical marketing materials.
 6. Provide 'Voice of the Customer' (VOC) feedback to marketing and product functions to improve results.
 7. Tightly integrate Customer Experience team with sales.
 8. Ensure internal collaboration with Operations, Marketing, and management.
 9. Establish feedback loops with Reps, Dealers, and customers to ensure improvements.
 10. Create strategies and tools to ensure GMI's 'Voice of the Customer' is well functioning.
 11. Serve as the primary GMI ambassador for Rep and Dealer feedback to team.
 12. Coordinate trade show and other event activities with team for support and follow up.
 13. Assess CX team's capacity to serve as an evolving 'Inside Sales' team and equip team via positive partnership.
- D. Identify and implement process improvements and technology advancements to engage employees and achieve goals.
1. Engage employees to identify and eliminate non-value-added activities, simplify processes for internal efficiency and/or customer delight, including the effective use of technology.
- E. Identify strategic business opportunities
1. Evaluate new product viability and marketability.
 2. Provide input into how new products integrate into business model.
 3. Maintain communication with clients, distributors, and marketing as to new trends and products needed.
 4. Ensure awareness of evolving trends for potential investment.
 5. Remain current with key parties to evaluate possible acquisitions.
- F. Cultivate awareness of company realities.
1. Understand and align actions and strategies with the values of ownership and leadership.
 2. Continually strive to understand others' perspectives while not pushing an agenda.
 3. Build cooperative and supportive relationships at all levels of the organization.
 4. Work to make all of GMI succeed as a team.
- G. Exemplify the company's commitment to servant leadership in all interactions, and at all times.

Qualifications: 4-year college degree or equivalent

Work Experience: At least 10 years in sales and 5 years in sales leadership

Preferable:

- Sales via multi-line Rep groups
- Contract Furniture industry
- Family-owned & operated company
- Working on-site (Lebanon, Ohio), as the default – as a member of the leadership team responsible for general business guidance and culture-building

Work Skills:

1. Strategic leader – establishing critical plans and executing them.
2. Skilled communicator – both written and verbal, including formal presentations.
3. Skilled with people - leading, helping, supervising, instructing, persuading, mentoring, motivating, communicating, counseling, and negotiating.
4. Exceptional sales professional and leader for both internal staff and external partners.
5. Highly developed data skills – analysis, synthesis, reporting, and decision making.
6. Keen grasp of industry issues.
7. Metrics-based management.
8. Data-based decision-making.
9. Highly proficient computer skills.

Worker traits:

- Active
- Persistent
- Confident
- Enthusiastic
- Deliberate
- Experimental
- Intuitive
- Patient
- Self-reliant
- Competitive
- Consistent
- Analytical
- Adaptable
- Driven

Travel Commitment: Travel of up to 25% may be required.

All duties and responsibilities represent essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

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.

Normal office environment (environmentally controlled). The performance of this position requires exposure to manufacturing areas where under certain areas require the use of personal protective equipment such as safety glasses and proper footwear. However, travel to trade shows and customer locations will expose you to different climates.

I, the undersigned, have read and understand the duties and responsibilities of this position.

Employee

Date

Manager/Witness

Date

This job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time for any reason, and the Company has a similar right.