

## Position Description

### Chief Sales Officer

Reports to: CEO

#### Position Summary/Objective:

This position is the executive responsible for GMI's sales success at the C-level, on par with the COO and reporting to the CEO. This is a new position with heightened expectations for all aspects of GMI's sales. 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. 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 closely with ownership to ensure consistent alignment.
- D. Integrate GMI marketing and product initiatives to produce optimal commercial success.
- E. Tightly integrate Customer Experience team with sales.
- F. Identify strategic business opportunities.
- G. Cultivate awareness of company realities.
- H. Exemplify the company's commitment to servant leadership in all interactions, at all times.

#### Measurements:

- A. Profit/loss 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 in 2019 and beyond via targeted channels and partners. Collaborate closely with peers (Marketing, Operations, and Product) to ensure alignment.
  - 2. Routinely update management team on plans, realities and requirements.
  - 3. Understand and translate GMI's business strategies to commercial initiatives.
  - 4. Oversee all business development and provide strategic direction to ensure sales growth.
  - 5. Coordinate development and execution of sales strategies for new product introductions.
  - 6. Establish and execute a robust and aggressive strategic Rep/Dealer expansion plan.
  - 7. Establish compensation, training, and sales incentive (rebate) programs.
  - 8. Analyze, evaluate and increase the effectiveness of sales methods, costs, and results.
  - 9. Develop quotas, budgets, short term and long-range goals in support of business objectives.
  - 10. Develop long term business plans along with CEO 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 the company's Rep base nationwide.
  7. Be a people developer and people leader, developing GMI staff and outside s;ps.
  8. Be 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 ownership to ensure consistent alignment.
- D. Integrate GMI marketing and product initiatives to produce optimal commercial success.
1. Continually strengthen GMI's value propositions.
  2. Direct and oversee tactical marketing execution via assigned staff.
  3. Collaborate closely with future strategic marketing leader or contracted resource.
  4. Ensure alignment with GMI strategic marketing plans, initiatives and expectations.
  5. Consistently improve impact of tactical marketing materials.
  6. Provide continuous feedback to marketing and product functions to improve results.
- E. Tightly integrate Customer Experience team with sales.
1. Provide leadership to Customer Experience team to ensure alignment with sales.
  2. Establish strategies and plans to improve existing Customer Experience practices.
  3. Ensure internal collaboration with Operations, Marketing and management.
  4. Establish feedback loops with Reps, Dealers and customers to ensure improvements.
  5. Create strategies and tools to ensure GMI's 'Voice of the Customer' is well functioning.
  6. Provide ongoing development to Customer Experience team to ensure GMI is current.
  7. Serve as the primary GMI ambassador for Rep and Dealer feedback to team.
  8. Coordinate trade show and other event activities with team for support and follow up.
  9. Assess team's capacity to serve as an evolving 'Inside sales' team and equip team.
  10. Create a linked incentive structure between sales and Customer Experience teams.
- F. 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.
- G. 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.

H. Exemplify the company's commitment to servant leadership in all interactions, at all times.

**Qualifications:** 4-year college degree or equivalent

**Work Experience:** At least 10 years in sales and at least 10 years in sales leadership, preferably in the Contract Furniture industry and preferably with some experience working in a family-owned and family-operated company.

**Work Skills:**

1. Highly strategic leader – establishing critical plans and executing them.
2. Highly skilled communicator – both written and verbal, including formal presentations.
3. Highly 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. Basic skills in computer operation.

**Worker traits:**

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

**Travel Commitment:** Travel of up to 50% is 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.