

Director of Sales

GlobeStar Systems is a leader in integrated clinical communication. Our cornerstone product, Connexall[®], is an award-winning Enterprise grade IoT platform, purpose built for the healthcare industry. Connexall[®] is a sophisticated and customizable end-to-end integration and communication platform that helps its customers improve clinical workflow, reduce alarm fatigue, and drive better patient and staff outcomes.

Job Title: Director of Sales

Type: Full-Time

Start Date: Immediate

Location: USA remote

Leadership and Culture

GlobeStar Systems is deeply committed to the recruitment and retention of values-based, transformative leaders who have demonstrated experience in establishing and nurturing a safe, respectful, and inclusive culture. It is our expectation that our leaders will be corporately focused at all times, while also providing leadership in driving out their mandates and coaching and developing their staff. A leadership consciousness is paramount.

Job Description

Reporting to the Chief Executive Officer, the Director of Sales will be responsible for developing and executing key growth Sales strategies, tactics, and action plans. The successful candidate will lead and grow the Sales team by putting in place infrastructure and systems to support the success of the Sales function. They will contribute to customer satisfaction, business development, enhanced marketing and branding, and to the growth of Connexall.

Primary Responsibilities

- Develop and execute a strategic plan and a go-to-market strategy to achieve Sales targets and expand our customer base
- Align Sales departmental objectives with business strategy through active participation in corporate strategic planning, Sales strategy development, forecasting, and Sales resource planning and budgeting
- Work with other departments and upper management to align efforts, avoid conflict of interests, and guarantee the success of targeted Sales strategies.
- Stay up to date on competitive landscape and market trends; use this information to shift tactical budgets and the strategic direction of accounts.
- Forecast and develop annual Sales quotas, revenue goals, expected Sales volume and profit, and ensure annual Sales targets are met or exceeded.
- Maintain Sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Determine and monitor departmental key performance indicators (KPIs).
- Develop and establish a consultative and advisory sales and relationship approach model with customers to enhance long-term sales and value
- Lead complex negotiations with customers to maximize revenue and win the maximum number of deals
- Support increased brand awareness and ongoing marketing efforts
- Develop and monitor the accuracy and efficiency of Sales reports/analytics to ensure operation of a high-performing sales team
- Oversee staff operations, business planning, budget development, and expenditures toward achievement of objectives.
- Lead Sales team by assigning employees to accounts, planning, monitoring, and appraising job results.
- Motivate and support by coaching and mentoring employees.
- Maintain Sales staff by recruiting, selecting, conducting orientation, and training employees.
- Coordinate the training of Sales management and Sales support personnel by providing them with the necessary tools to ensure optimal performance of the Sales force.
- Assist Sales department with complex Sales negotiations, attend Sales presentations, and help close deals.
- Build and maintain strong customer relationships, partnering with them to understand their business needs and objectives.

- Attend key events and conferences to generate leads and sustain relationships.
- Assist team with generating RFP submissions and related Sales documents.
- Maintain records of current Accounts and Opportunities and seek out opportunities to further Sales initiatives
- Work with other internal teams, on behalf of clients, to ensure the highest level of customer service.
- Interface with Technical Support, internally, to resolve issues that directly impact customers.
- Foster a culture of success, ongoing business and goal achievement, and continuous process improvement.
- Help enhance company culture and employee experience
- Travel as necessary.
- Other duties as required.

Qualifications

- Bachelor's Degree in Business Administration, Marketing, or related field required.
- Master's Degree, MBA, or PhD in related field preferred.
- 7 years of experience in Sales Management required.
- 10 years of leadership experience required.
- Must possess an in-depth understanding of Sales operations and business practices, with previous experience as a Sales executive, Sales manager, or Sales and Marketing director.
- Experience in a technical or software company preferred.
- Healthcare experience or knowledge is an asset.
- Knowledge of MS office is required.
- Exceptional verbal and written communication skills, with the ability to present to all levels of an organization, to both technical and non-technical audiences.
- Excellent interpersonal skills, with the ability to communicate effectively with management and cross-functional teams.
- Ability to drive the Sales process from plan to close, meeting or exceeding targets.
- Must be able to articulate distinct aspects of the product and services.
- Successful experience building a go-to-market strategy and corporate Sales plan.

- Must be proficient at analyzing data, building reports, and making strategic recommendations based on data and trends.
- Exceptional leadership skills, demonstrating an ability to move and influence a large team towards a common goal and objective.
- Ability to monitor and evaluate Sales employees' progress against stated expectations, as well as align and change their behaviour with performance expectations.
- Must be task driven, flexible to change, and able to handle multiple tasks simultaneously to meet tight deadlines.
- Self-motivated and able to inspire the same in a team.
- Ability to work in a fast-paced, high-growth environment.
- Customer-oriented and organized, with the ability to think strategically.

Benefits:

- Competitive annual salary.
- A rich benefits package, including medical, dental, life, long-term disability insurance.
- 401k matching program.
- Vacation.