Delta-X RESEARCH

Job Description

Job Title:	Director of Sales	**Location:**	Remote
Reports To:	President & CEO	**Created:**	Oct 2024
Department:	Sales	**Revised:**	

ROLE PURPOSE

The Director of Sales is a hands-on leadership role responsible for Delta-X Research's sales efforts around the world. You will create and execute a sales plan that builds on our base and expands our market position, based on a combination of direct and channel sales. You will carry your own sales target and actively close deals, while also leading a team, managing relationships with channel partners, and owning the department's overall sales target. Expect to travel 30-40% of the time to meet customers, support partners, and attend industry events.

KEY RESPONSIBILITIES

Sales Strategy & Revenue Growth

- Develop and execute a cohesive sales strategy that leverages both direct and channel sales to drive growth, with a focus on the CANUS market while expanding global reach.
- Lead the sales cycle end-to-end in regions without a channel partner, from prospecting to deal closure.
- Own and deliver against a personal sales target, building and managing your own pipeline of direct accounts alongside your leadership responsibilities.
- Cultivate and maintain strong, long-term relationships with high-value customers, acting as a trusted advisor to ensure their ongoing success and satisfaction, and identifying opportunities for additional value.

Channel Development & Partner Management

- Establish, manage, and expand relationships with manufacturers' representatives in the USA and value-added resellers internationally, providing necessary support, training, and resources to enhance their success.
- Implement a performance framework for channel partners, regularly reviewing their impact and optimizing channel strategies to maximize engagement and growth.
- Conduct joint business planning with channel partners to drive consistent, high-quality results.

Team Leadership & Sales Operations

- Lead, mentor, and support a team consisting of Inside Sales Representatives and regional Sales Managers, setting clear targets and fostering a results-driven, collaborative team culture.

KEY RESPONSIBILITIES

- Be accountable for the department's overall sales target, setting individual targets for team members and channel partners and tracking performance against them.
- Oversee pipeline management and ensure the sales team and channel partners use CRM tools effectively to track opportunities, monitor progress, and maintain data accuracy.
- Work closely with the sales team to ensure all activities align with broader company goals and create an environment of teamwork, accountability and high performance.

Collaboration with Marketing & Product Teams

- Work with Marketing to develop campaigns, sales collateral, and initiatives that support both direct and channel sales goals, aligning messaging and outreach strategies.
- Collaborate with Product Management to relay customer and channel feedback, influencing product enhancements and ensuring channel readiness for new offerings.
- Support marketing efforts at industry events, conferences, and trade shows, representing the company and strengthening relationships with key stakeholders.

Performance Reporting & Analytics

- Track and report on sales performance, including direct and channel metrics, customer satisfaction, and market trends, providing insights and adjustments to the strategy as needed.
- Regularly present sales reports and forecasts to the CEO and executive team, offering recommendations based on performance analysis, competitive insights, and emerging opportunities.

QUALIFICATIONS

Education

- Bachelor's or Master's degree in a STEM field or in business administration, marketing, communications or relevant field; MSc/MA will be a plus.

Experience

- Proven experience in sales and leadership roles, with a background in B2B SaaS solutions preferred.
- Track record of personally meeting or exceeding individual sales quotas.
- Successful track record in channel management, particularly with manufacturers' representatives and value-added resellers.
- Proven success in complex negotiations.
- Experience in a small, high-technology, growing company.
- Experience managing and mentoring sales teams across different geographies.
- Familiarity with the electric utility industry and its regulatory landscape is an advantage.
- A leader with both creative and analytical capabilities.

Knowledge, Skills, and Abilities

Knowledge:

- Strong understanding of sales strategies for both direct and channel-driven sales models.
- Proficient in office applications and other business software (e.g. CRM).
- High-level modern technical and product knowledge.
- Knowledge of the electric utility sector.
- Knowledge of B2B SaaS business models.

Skills:

- Able to navigate high-stakes discussions with both direct customers and channel partners to reach agreements that align with company objectives.
- Excellent leadership skills with the ability to collaborate effectively with cross-functional teams, inspire and motivate a high-performing team.
- Skilled at understanding customer and partner needs, fostering loyalty, and creating mutually beneficial, long-term partnerships.
- Strong, persuasive communicator adept at presenting solutions, product benefits, and company value propositions to diverse audiences, from technical teams to executive-level stakeholders.
- Skilled in tailoring presentations to address specific client needs and concerns, effectively articulating complex information, and inspiring confidence in the company's solutions.
- Excellent problem-solving skills.

Abilities:

- Able to travel up to 40%.
- Demonstrated ability to build and sustain trusted relationships with a wide range of stakeholders, from C-level executives to field engineers.
- Empathize with customer needs.

KEY RELATIONSHIPS

- Customer Operations
- Marketing Communications
- Product Management