



Director of Sales

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

We accomplish this with incredible people. ListEngage is excited to identify and add the right sales leader to guide the next chapter of sales growth! There is likely no other role within ListEngage that has more potential to impact the company's trajectory and ascension. As the country's largest independent Salesforce Marketing Cloud partner, backed by Salesforce Ventures, this is your opportunity to have impact from the ground floor of a sales organization.

While the position entails the responsibilities of many similar sales leadership roles, the ListEngage position can be summed up into four broad duties:

Maximize the ListEngage relationship with Salesforce

Drive pipeline growth by managing the ground game. Drive a joint go-to-market sales process by working with the ListEngage Sales and Alliances function to build the relationship with Salesforce AEs, RVPs, and AVPs that view ListEngage as their go-to Marketing Cloud partner.

Drive a go-to-market/coverage plan that meets or exceeds the revenue goal

Working with the senior leadership team, the Director of Sales will drive a coverage model and execute a sales strategy that ensures end user prospects and customers choose ListEngage and become long term, happy customers.

Coach/mentor the team, execute deals

Be "field-active" and customer facing regularly by accompanying reps on appointments & virtual meetings, assisting with complex sales & relationships and cascading best practices across the team.

Administrative, Control

Ensuring that the company and board have great optics into all sales and prospect activity, pipeline status, trends, Salesforce rep penetration, client satisfaction and sales finance.

How this will be done:

1. Hire, train, develop, lead, mentor, motivate, evaluate, and retain outstanding sales talent
2. Define monthly, quarterly and annual key performance indicators and individual sales goals
3. Manage sales operations to ensure that the sales team has the tools and resources necessary to succeed
4. Develop the cadence for team meetings and collaboration
5. Work with Marketing to develop materials and programs that help drive the pipeline
6. Plan and judiciously manage ListEngage budgets and expenditures
7. Define the appropriate compensation model and plans
8. Identify and manage strategic alliances within the ecosystem
9. Establish and maintain key Salesforce and customer relationships
10. Ensure great transitions between sales and delivery



LIST ENGAGE

Qualifications

- Bachelors Degree + 10 years of professional experience or equivalent
- Must have worked in the Salesforce.com ecosystem for a minimum of 5 years
- Track record managing and growing remote sales team delivering top line results
- Experience working the lead generation teams – BDR/SDR
- SaaS services sales experience
- Strong communication skills both oral and written
- Sales operations experience
- Experience managing a team using Salesforce.com as the primary CRM tool
- Early-stage growth company experience

If you're interested, so are we! Send your resume our way, and we'll contact you for a phone interview.

At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other – to work as a team to develop and execute the best solution we are able to provide to our clients. We are an equal opportunity employer and love diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status.