

# United States Jobs Expertini®

## Sales Director, Public Sector & Canada

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Company: Brother

Location: Saint Louis

Category: other-general

### JOB DESCRIPTION

#### Let's Grow Together

Our mission is to live our “at your side” promise and simplify and enrich the lives of our customers, employees, and communities. At your side is more than a slogan to us; it's the purpose we do our best to fulfill every day. With a legacy spanning over a century, this is a great place to launch or expand any career and push the boundaries of what comes next. We're committed to achieving shared success, and we provide opportunities for you to develop through experience, exposure and education. Our people have always leveraged their unique perspectives to keep us on the right track for a lasting future. If you want to innovate, learn, and grow with a global leader that builds products, services, and a company people love, then we'll be “at your side” every step of the way.

The **Director, Sales, Public Sector & Canada** focuses on expansion of Brother Mobile Solutions' (BMS) sales revenue and market share within the Public Sector vertical in North America. Additionally, this role will also include oversight of Canadian sales in addition to the United States. This role collaborates closely with the BMS leadership team to develop & execute on cutting-edge sales strategies.

The Director manages a team of sales professionals to meet the company's revenue goals and profits. Additional focus areas for this position include but are not limited to pipeline management, forecasting, thought leadership in target markets, team enablement, pipeline & sales reporting & business insights.

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## WHAT YOU'LL DO

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### Sales Leadership & Team Enablement

Provide overall sales leadership to meet company's revenue goals in target vertical markets

Build a high-performance team culture via disciplined execution, building strong trusting relationships, coaching on an ongoing basis, and holding the team accountable

Collaborate and build strong relationships with key stakeholders externally with customers/partners and internally with cross-functional teams

Be the subject matter expert and thought leader for the assigned vertical markets

### Sales Strategy Development & Execution

Develop & drive the overall sales strategy and tactics for the assigned vertical market –  
Public Sector

Oversee Canadian Sales Team & associated sales strategy

Drive build-up of strong pipeline in support of the overall sales strategy

Build target list of customers and proactively prospect with the help of sales team members

Work closely with Marketing/Lead Gen team and ensure follow-up on Sales Qualified Leads

Work closely with the channel team and channel partners to penetrate channel partner's customers and thus further build pipeline & close opportunities

Cultivate and expand relationships with current customers & business partners in-order to grow revenue

Stay in tune with market trends and demands in order to proactively and effectively adapt sales approach as it relates to revenue streams

### Reporting, Budgeting, & Forecasting

Provide timely and comprehensive sales reports on revenue attainment versus quota, pipeline progress

Provide timely and comprehensive sales forecasts to the operations team as part of the

demand planning process

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## **ABOUT OUR IDEAL CANDIDATE**

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### Education

Bachelor's Degree (or equivalent experience) in Business, Marketing, or technical discipline

Master's Degree

### Experience

Minimum 10 years of a combination of experience spanning the following areas:

Experience managing large customers and channel partners

Experience driving business & closing deals

Extensive experience in all aspects of sales management, including but not limited to: forecasting, goal setting, team planning, account mapping, resource management, time management, selling to the relevant executive, conducting executive briefings, etc

Experience managing and developing staff

Minimum 5 years of relevant experience in the Public Sector & Canadian markets

### Software/Technical Skills

Knowledge of Salesforce or similar Customer Relationship Management (CRM) system

### Other Skills/Knowledge/Abilities

Strong ability to strategically analyze data, develop and execute on long-term action plans

Strong aptitude for crafting creative sales strategies to achieve business growth and divisional profit

Knowledge in all aspects of sales management, including but not limited to: forecasting, goal setting, team planning, account mapping, resource management, time management, selling to the relevant executive, conducting executive briefings

Strong communication skills (written/verbal/interpersonal) and ability to build productive

relationships internally and externally

Strong ability to deliver effective presentations

Ability to effectively lead, coach, develop and mentor others

Excellent negotiation skills

Knowledge of Automatic Identification and Data Capture (AIDC) market and experience selling to Public Sector & Canadian markets

Strong ability to execute on sales strategies & drive business results

Ability to follow-up on commitments and take appropriate action

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### **ADDITIONAL DETAILS FOR THIS ROLE**

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#LI-Remote

The salary (or hiring) range for this position is \$165,000 - \$180,000 per year

Starting salary to be determined by the education, experience, knowledge, skills and abilities of the applicant, internal equity, location, and alignment with market data

This position is eligible to participate in the relevant Brother variable pay incentive plan(s).

Applicable bonus awards are discretionary and contingent upon 1) achievement of your individual objectives and 2) Brother achieving its corporate and business-level objectives

Benefits include, but are not limited to, healthcare and wellness coverage, life and disability insurance, 401K, tuition reimbursement, and Paid Time Off. Details are available at

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### **WHAT WE OFFER OUR EMPLOYEES**

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At Brother USA, we believe in investing in our employees and providing them with an environment that fosters growth, creativity, and a healthy work-life balance. Here are some of the benefits of working with us:

**Competitive Compensation:** We offer a competitive salary and bonus program to reward

your hard work and dedication

**Comprehensive Benefits:** Our benefits package includes health, dental, and vision insurance, as well as a 401(k) plan with company match

**Professional Development:** We're committed to helping you grow in your career with opportunities for training and development

**Work-Life Balance:** We support your well-being with flexible work arrangements and a focus on work-life balance

**Employee Engagement:** Join a team that values your contributions and celebrates success together

Learn more about our benefits:

Learn more about life at Brother:

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