
Vice President of Sales (Customer Service)

Laval, Qc

Overview

The Vice-President, Sales is a key role on the Leadership team and will be an integral part of the company's growth. This position reports directly to the President/ CEO with responsibility for all sales and business development leading the sales organization to maximize profitability through strong revenue growth and customer relations. The Vice-President will create a growth-oriented culture, providing insights and establishing sales operating procedures that will create a world-class selling organization, including leadership in developing new channels of business. This will include assuming a leadership role within the industry to ensure the company is recognized as an industry leader as well as providing analysis and support to President for changes needed. The VP will develop an aggressive HR process to ensure resources for future growth; directly managing and developing an international sales organization of 20-25 people.

What You Will Do

- Develops organizational strategies by contributing sales information, analysis, and recommendations to strategic thinking and direction; establishing sales objectives in line with organizational objectives;
- Establishes operational strategies by evaluating sales trends; establishing critical measurements; determining production, productivity, quality, and customer-service strategies; designing sales systems; accumulating resources; resolving problems; implementing change;
- Develops sales financial strategies by estimating, forecasting, and anticipating sales requirements, trends, and variances; aligning monetary resources; developing action plans; measuring and analyzing results; initiating corrective actions; minimizing the impact of variances;
- Recommends and accomplishes annual profit contribution by preparing sales forecasts; establishing sales objectives; maintaining rapport with key customers; negotiating and winning deals; developing promotional strategies;
- Creates a winning culture, leading by example with the sales organization and customers, further developing the business and building new relationships;
- Develops go-to-market strategies by working closely with the marketing and product development leaders to ensure a consistent message throughout the marketplace;
- Accomplishes sales human resource strategies by determining accountabilities; communicating and enforcing values, policies, and procedures; implementing recruitment, selection, orientation, training, coaching, counseling, disciplinary, and communication programs; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation strategies.

Skills & Qualifications

- A strong sales leader with 15+ years' experience within a multi-layered, global organization, preferable in CPG, manufacturing and/or distribution of products sold direct to the customer; Excellent relationships and demonstrated experience working with big-box as well as independent retailers is a must;
- Skilled at leading a growth-oriented and customer-centric organization, with a solid understanding of the financial aspects of a business and the ability to successfully lead change.
- Demonstrated experience in a sales leadership role to grow profitable revenue and with other members of the leadership team in development of a corporate strategic direction;
- A strong background working collaboratively with marketing, product development and supply chain to drive the innovation and value stream for the customer;
- An exceptional ability to gather and analyze market knowledge combined with the ability to prioritize, develop action plans and drive new strategies. Excellent experience building sales plans and strategies resulting in improved structures, as well as increased customer satisfaction;
- An original thinker who is able to develop new ways of tackling challenges, generating solutions and communicating these effectively to all levels of customers as well as senior leadership;
- Excellent leadership skills with demonstrated experience developing a strong and effective sales team with energy and a strong sense of urgency and accountability;
- Experience coaching and integrating a globally-diverse team;
- Fluently bilingual in French and English with excellent communication skills – both written and spoken.

Your Next Steps

Email your resume in **word format** to gtremblay@radarhh.com Please quote **project #106874** in the subject line. radar promotes the highest standards of integrity and principles of quality, diversity, equity, and ethical practice. We thank all those who submit their résumés. Only those selected for further consideration will be contacted.