



## **Job Description: Director of Sales and Marketing**

**Department:** Sales and Marketing

**Reports to:** President

### **Position Summary**

The Director of Sales and Marketing is a strategic leadership role responsible for managing and developing a high-performing sales team, achieving company sales goals, and driving customer satisfaction. This position involves fostering a collaborative, world-class customer experience while developing innovative strategies for growth. The Director will oversee the creation and implementation of marketing campaigns, operational policies, and sales strategies to meet and exceed revenue and profit targets. Reporting directly to the President, the Director will play a critical role in ensuring alignment between company culture, team goals, and customer expectations.

### **Key Responsibilities**

#### **Sales Leadership and Team Management**

- Lead and develop the sales team, fostering a high-performance culture through motivation, goal setting, and professional development
- Establish and ensure compliance of operating policies and procedures
- Coach and mentor sales team to develop strong negotiation skills to ensure win-win contracts with customers
- Establish and track performance metrics and KPIs for the sales team while ensuring sustained company growth
- Provide servant leadership through coaching, mentoring, and removing obstacles for team success
- Maintain proactive communication channels with customers and ensure team accountability
- Oversee accurate maintenance of CRM (HubSpot) systems, expense reports, customer contact schedules, and pre/post customer trip activity reports
- Facilitate the execution of Legal agreements and contract negotiations
- Develop and establish a quick-response team supported by state-of-the-art processes to efficiently manage internal and external requests or issues. Hold the team accountable for maintaining proactive, timely, and effective communication with customers.

### **Strategic Planning and Execution**

- Develop and implement comprehensive sales strategies and forecasts to achieve company revenue goals
- Establish and track performance of metrics and KPIs for sales team
- Create and manage sales & marketing budgets to meet or exceed revenue & profit margin targets, and ensuring sustained growth
- Establish and maintain global distribution structures

### **Marketing and Advertising**

- Conduct market research to identify industry trends, customer needs, strategies, and challenges, translating insights into actionable strategies for growth and improvement
- Continuously monitor and analyze industry trends, emerging technologies, and competitive developments to inform strategic decision-making and maintain a competitive edge
- Design and execute advertising campaigns to support sales objectives
- Present strategic recommendations to the leadership team informed by comprehensive market research and analysis

### **Customer Engagement**

- Conduct on-site customer visits and equipment evaluations to ensure installations meet or exceed customer expectations and operational requirements
- Represent the company at distributor meetings, key customer events, and trade shows.
- Maintain strong relationships with distributors and key customers
- Provide exceptional after-sales support to consistently exceed customer expectations
- Maintain a prepared and proactive approach to delivering a world-class customer experience during hospitality visits
- Oversee and maintain comprehensive service training programs for after-sales technical support

### **Leadership Team Collaboration**

- Regularly communicate department activities, status updates, and customer experience feedback from field operations to the President and leadership team
- Foster effective cross-functional collaboration with all departments to align efforts, share insights, and support the achievement of organizational goals
- Collaborate with engineering, production, and R&D teams to drive continuous improvement in product offerings and elevate the customer experience

## **Key Performance Criteria**

### **Key Performance Criteria**

- Foster team cooperation, enhance performance, and ensure long-term stability
- Drive improved customer experiences while consistently achieving sales goals
- Demonstrate individual accountability and maintain high levels of credibility
- Implement and refine processes to enhance operational efficiency
- Collaborate effectively with the leadership team and peers to achieve organizational objectives

## Knowledge, Qualifications and Experience

### Education/Knowledge:

- Understanding of pizza preparation and use of related equipment operations
- Strong financial acumen and understanding of the manufacturing environment
- Knowledge of global marketplace and cultural dynamics
- Familiarity with food service equipment and industry-specific sales administration systems
- Bachelor's degree in Marketing, Business, or a related field (preferred but not required)

### Experience:

- Proven track record of achieving sales goals and driving team performance
- Minimum 10+ years in B2B sales at the director level or higher, including global sales management
- Experience managing and leading sales and marketing teams, with a hands-on approach and a proven commitment to staying actively engaged
- Strong background in developing and managing distribution structures
- Preferably experienced in the food service industry and working in a small business environment

### Technical Skills

- Strong computer proficiency and expertise in utilizing CRM systems
- Financial acumen and ability to analyze financial statements
- Excellence in presentation and negotiation
- Superior written and verbal communication skills
- Superior Interpersonal skills

### Key Competencies

- Strategic thinking and problem-solving capabilities
- Servant leadership mindset
- Ability to influence and inspire others
- Growth-oriented perspective
- Strong performance management skills
- Detail-oriented and conscientious approach
- Confident yet humble demeanor
- Flexibility and adaptability
- Strong interpersonal skills

## ADDITIONAL EXPECTATIONS

### Core Responsibilities:

1. Abide by the Quality Management System
2. Understand that Customer Satisfaction is our first priority, and the importance of statutory and regulatory requirements
3. Protect the company's assets, reputation, goodwill, and stature in the marketplace at all costs

### Possess knowledge of responsibilities:

- |                                  |                                |                                 |
|----------------------------------|--------------------------------|---------------------------------|
| a) Skill in planning             | e) Setting up standards        | i) Working in creative projects |
| b) Placing workers intelligently | f) Coordinating with others    | j) Promoting safety             |
| c) Directing                     | g) Promoting good housekeeping |                                 |
| d) Delegating authority          | h) Promoting punctuality       |                                 |

### Practice JI (Job Instruction)

- |                                   |                               |                                      |
|-----------------------------------|-------------------------------|--------------------------------------|
| a) Conducting on-the-job training | d) Proper teaching conditions | h) Developing an understudy          |
| b) Making job breakdowns          | e) Skill in instructing       | i) Adequate follow-up of instructing |
| c) Preparing necessary materials  | f) Assigning OJT instructor   |                                      |
|                                   | g) Conducting meetings        |                                      |

### Practice JR (Job Relations)

- |                              |                            |                                     |
|------------------------------|----------------------------|-------------------------------------|
| a) Understanding each worker | f) Evaluating workers      | i) Promoting security of livelihood |
| b) Promoting teamwork        | g) Eliminating grievances  | j) Keeping good relations           |
| c) Eliminating rumors        | h) Giving proper reprimand |                                     |
| d) Handling problems         |                            |                                     |
| e) Building morale           |                            |                                     |

**Practice JM (Job Methods)**

- |                                   |                            |                            |
|-----------------------------------|----------------------------|----------------------------|
| a) Controlling waste of manpower  | d) Controlling costs       | h) Simplifying job methods |
| b) Controlling waste of materials | e) Controlling output      | i) Inspiring suggestions   |
| c) Controlling waste of time      | f) Developing safe methods |                            |
|                                   | g) Making job breakdowns   |                            |

**Knowledge Requirements:**

1. Must have knowledge of our Products
2. Must have knowledge of our Customers
3. Must have knowledge of our Competitors
4. Must have knowledge of our Competitor's Products
5. Must have knowledge of Markets

**Reading Requirements:**

- |  |                              |  |
|--|------------------------------|--|
| 1. XLT Quality Manual                      | 6. Entreleadership           | 12. A New Approach to Industrial Economics |
| 2. Kaizen Revolution                       | 7. Start with Why            | 13. MBA in a Nutshell                      |
| 3. Little Big Things                       | 8. From Receptionist to Boss | 14. Radical Value                          |
| 4. How to Win Friends and Influence People | 9. Sam Parker Book Set       |  |
| 5. Becoming a Leader of Character          | 10. Make your Bed            |  |
|  | 11. Leaders Eat Last         |  |

**XLT commits to sharing a portion of the annual profits with all eligible Team Members and promises to never institute a layoff.**

**I \_\_\_\_\_ commit to, and am responsible for, the satisfactory execution of the primary responsibilities and essential functions described above.**

**In addition, I commit to reading, understanding, and applying the techniques, tactics, and procedures as described in The Kaizen Revolution book.**

**Employee Signature: \_\_\_\_\_**

**Date: \_\_\_\_\_**