

**Director of Sales**

*149 Twin Springs Road, Hendersonville, NC, 28792*

*In House Position*

Imagine your worst experience with a salesperson. What did you think and how did you feel about it? If the word “slimy” came to mind...we hear you. Gross. We’re looking for the OPPOSITE of whatever you just imagined. Do you believe there is more to sales than just fancy dinners and rounds of golf? Do you recognize the names Pat Lencioni, Dale Carnegie, John Maxwell and Dave Ramsey? Are you a sales professional who truly believes that business should be used to make a positive impact on your community?

**If so, keep reading.**

Does building an army of go-getters who can help a business literally save lives sound appealing? Are you well versed in a variety of sales methodologies, and capable of evaluating and speaking to the pros vs cons as it relates to new opportunities? Are you comfortable dealing with CEOs and Executive Leaders in a variety of companies (internal and outward facing)? Does developing a winning strategy keep your brain turning for hours?

HiViz LED Lighting isn’t your average place to work. We’re a rapidly growing team of public safety professionals, baptized by the fire of first hand experiences in the field, who are on a mission to help First Responders do their jobs more safely and effectively after dark, so they can SAVE LIVES. To be very specific, we manufacture lighting and other technology for emergency vehicles, and we are looking for a new Director of Sales.

We are engaged, hungry and humble and we believe in working hard while having a good time. We also believe in having high integrity and our approach to sales is to serve our customers by listening, understanding their applications, and bringing them product to help solve their problems.

**These are our core values. If you align with each of these, read on!**

- A defect free product is our policy
- We will be energetic, enthusiastic and tenacious in our work. But we will always do it with integrity.
- We will provide above and beyond customer service. We will communicate proactively and do what we say we are going to do.
- We will always remember that every customer is the most important customer
- We will enjoy our work, our team and our customers. Passion is key.

- We will lead from the trenches; nobody is too good for any job or task.
- We will admit when we are wrong or when something needs improving. We are not afraid to say “I don’t know” and we will help each other overcome obstacles/find answers.

### **What does winning look like?**

- Total immersion in the culture of the FireTech brand
- Working directly with the CEO to develop and implement sales strategies for 3 unique key market segments
- Developing and managing processes related to our CRM
- Identifying opportunities for **business** growth and optimizing market strategies
- Steering focus of sales efforts across growing internal and contracted sales teams
- Providing weekly, monthly, and quarterly reports to senior management
- Taking an analytical approach to opportunities or existing business
- Monitoring revenue streams and identify opportunities to increase profitability
- Working with recruiting team to expand the sales workforce
- Developing and managing the compensation models of sales employees
- Working side-by-side as a player/coach to manage key strategic relationships or accounts
- Creating a training and onboarding process for new sales employees

### **Skills needed to win?**

- Must be in to technology, and love using the latest and greatest.
- Ability to analyze **business** processes and finances, implement **business** plans, and establish effective networks
- Ability to compare and contrast a variety of sales mythologies
  - Challenger, SPIN, N.E.A.T., Sandler, Solution, Inbound, etc
- Strong forecasting skills and ability to stay on-number or course-correct quickly
- Ability to maintain strong client relationships and establish industry partnerships
- Exceptional interpersonal and communication skills
- Proficient with excel
- Proficient with salesforce
- Experience using software like Slack, Hubspot, Dropbox, Basecamp, Asana, and others
- Strong understanding of FireTech products
- Ability to think about the “application”, not just the product

- Strong communication skills both oral and written
- Experience in sales management and/or business development
- Passion for serving, learning and mentoring
- High integrity and strong work ethic

### **Requirements**

- Candidate must live within, or be willing to relocate to, within 40 miles of our Hendersonville NC facility. **This is an in-person position based in our offices.**
- Strong preference for currently-employed candidates
- Master of Business Administration Degree (MBA) preferred
- Previous experience as a Director of Sales, VP of Sales, or other senior business development position
- Minimum 5-8 years of B2B Sales Experience, 3 years min as a direct sales leader
- Candidate must be proficient leading meetings, creating and delivering presentations, and engaging with all members of our team.
- Must hold a valid passport and have no travel restrictions
- Must hold a valid drivers license with no criminal traffic offenses (DUI, reckless driving, etc)
- Candidate must be willing to travel up to 40% of the time
- Candidate must be willing to show proof of previous W2 income or 1099 contract work compensation history
- Candidate must present a personal budget
- All applicants must be capable of passing a background check and drug test prior to employment.

### **Standard Interview Process (adjusted as needed)**

We have a fairly in-depth **interview process** because we really want to make sure you're the right fit. It may feel like it'd be easier to join the FBI, and we're okay with that! We like long term relationships, and the fit with our team is crucial. These are the steps that you can expect:

- 1) Brief initial phone interview
- 2) 2nd phone interview (with second team member)
- 3) Complete 16-Personality Test
- 4) In person interview
- 5) 2nd in person interview (repeat as needed)
- 6) Reference, Credit & Background check
- 7) Review of compensation plan
- 8) Spouse/Family dinner with 2 members of HiViz Leadership team

9) Offer

**Perks:**

- Generous vacation, PTO, and holidays
- 401(k) plan with a match after 1 year
- Medical Insurance through BCBSNC as well as dental and vision options.
- We will pay for you to take Financial peace university and give you a bonus when it is completed