

## Job Description

### Sales Manager Watertown, MA

#### Job Summary

MicroCAD is seeking to hire a sales champion and a dynamic leader. The Sales Manager is responsible for the development and performance of all sales activities in New England and New York Territory. They will staff and direct a sales team and provide leadership toward the achievement of maximum profitability and growth in line with the overall company goals. It will be necessary to create and execute a strategic plan to expand the customer base. The Sales Manager develops training and educational programs for both the clients and the sales team.

#### Job functions include:

##### Sales

- Responsible for the performance and development of the Account Executives
- Prepares action plans by individuals as well as by team for effective search of sales leads and prospects
- Conducts one-on-one reviews with all Account Executives to build more effective communications, to understand training and development needs, and to provide insight for the improvement of Account Executive's sales and activity performance (key performance initiatives)
- Create initiatives for Account Executive activities and generate weekly reports on the results (Examples: Weekly Reporting on Call Activity, Quotes generated, Deal Registration, Meetings set up, Pipeline etc.)
- Provides timely, accurate, competitive pricing while striving to maintain maximum profit margin
- Maintains accurate records forecasts
- Creates and conducts proposal presentations and RFP responses
- Assists Account Executives in preparation of proposals and presentations
- Insures that all Account Executives meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals and closes
- Lead by Example (Prospecting, Meetings, Presentations and Closing opportunities)
- Increase Sales

##### Corporate

- Develops a business plan and sales strategy for the New England and New York Territory that ensures attainment of company sales goals and profitability
- Initiates and coordinates development of action plans to penetrate new markets (Construction, sub consultants & Owner Operators)
- Provides timely feedback to Owner regarding performance
- Controls expenses to meet budget guidelines
- Responsibility for P & L

- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team
- Recruits, tests, and hires Account Executives based on criteria agreed upon by Owner
- Provide accurate sales forecasts to Owner and Autodesk
- Continue to grow relationship with Strategic Partners
- Evaluate new technologies that will help Grow or strengthen Current Market supported
- Delegate authority and responsibility with accountability and follow-up
- Conducts regular coaching and counseling with Account Executives to build motivation and selling skills
- Maintains contact with all clients in the market area to ensure high levels of client satisfaction
- Selling skills and work habits
- Demonstrates ability to work well with and be a leader among all company employees
- Assists the Marketing team in the development and implementation of marketing plans
- Work with the technical team to help improve their support the sales team in presales activities and uncover new opportunities in existing client base

### **Education/Experience**

Must have a bachelor's degree, 10 years of progressive experience in sales, and at least 4 years experience as a sales manager. Experience with the architecture, engineering and construction (AEC) market is a must. Strong communication and presentation skills are a must. The candidate must be experience in both the software sales process and selling to the AEC market. Candidates must be familiar with CRM software such as ACT, Goldmine, Sales Force or similar, and have a history of proven success. The position is not exclusively one of management but of product and service sales as well. The candidate must be able to lead by example.

### **Compensation**

Salary commensurate with experience, 401K plan, dental and health benefits, and paid time off.