



ROOTSTRAP

ROLES AND RESPONSIBILITIES:

Role name: VP of Sales

Objective: Develop a high performance sales organization and ensuring the company has a consistent and predictable pipeline of qualified deal flow.

Responsibilities:

- Sales Management
 - Manage and develop a sales organization at Rootstrap to include account reps, sales development reps, and a lead gen team.
 - Responsible for managing all of the company's deal flow, pipeline, and product offerings.
 - Developing strategies for acquiring new accounts, key networking opportunities, and training sales personnel.
 - Responsible for managing teams for Client Account Leads, Account Management, Marketing, Business Development.

- Expectations
 - Must have a massive network of enterprise executives and buyers of digital services.
 - Must know enough to be dangerous with respect to technical conversation and deep knowledge in development processes.
 - Must be able to personally achieve a quota of \$4MM annually as a sales rep.
 - Must have expertise on CRMs, sales funnels, and building successful lead inbound/outbound process.
 - Must be naturally competitive and a rainmaker with sales training experience.
 - Must be a high EQ leader
 - Must have recruited and developed a US National team in professional services including reps in different territories and specialties

Relationships:

Reports to: Chief Revenue Officer

Works closely with: Sales Team, Marketing Personnel and Vendors

Skills:



- Excellent verbal and written (English) communication skills, including the ability to clearly articulate your point of view and value propositions in a professional manner
- Understanding of agile development methodologies and software development and design principles in general
- Proven track record of increasing revenue through new customer acquisition efforts.

Soft Skills:

- **Commitment**
- **Teamwork**
- **Proactivity**
- **Customer orientation**
- Analytical thinking and Problem Solving
- Quality orientation
- Adaptability to change
- Ability to work under pressure
- Systemic vision
- Organizational awareness
- Communication
- Planning and organizing
- Results oriented
- Negotiation skills
- Strategic vision
- Leadership