

CONFIDENTIAL CLIENT

VICE PRESIDENT, SALES

POSITION SPECIFICATIONS

CLIENT

The company is a leading provider of comprehensive training solutions, offering both digital and in-person educational programs across a diverse array of topics. Committed to delivering high-quality training experiences that empower individuals and organizations to achieve their full potential, the company continues to expand its reach and impact. They are seeking a dynamic and results-driven Vice President of Sales to join their executive team.

OPPORTUNITY

The Vice President of Sales will be responsible for driving revenue growth and expanding market share through the development and execution of strategic sales initiatives. This individual will lead a high-performing sales team, fostering a culture of excellence and accountability. The ideal candidate will understand training and education, with a proven track record of success in sales leadership roles.



RESPONSIBILITIES

- Reports to the CEO and holds a position on the Executive Team.
- Developing and implementing a comprehensive sales strategy to achieve company revenue targets and growth objectives.
- Leading, mentoring, and managing the sales team, ensuring alignment with company goals and fostering a high-performance culture.
- Identifying and capitalizing on new business opportunities, including expanding the company's presence in existing markets and entering new markets.
- Collaborating with the marketing team to create effective sales and marketing campaigns that drive lead generation and customer acquisition.
- Establishing and maintaining strong relationships with key clients, partners, and stakeholders to ensure customer satisfaction and long-term business relationships.

- Monitoring and analyzing sales performance metrics, providing regular reports and insights to the executive team.
- Staying abreast of industry trends, market conditions, and competitor activities to inform strategic decision-making.
- Driving the adoption of sales tools and technologies to enhance efficiency and effectiveness of the sales process.

EDUCATION AND EXPERIENCE

- A bachelor's degree (BA or BS) from an accredited college or university in Business, Sales, or Marketing; or directly related equivalent experience instead of a college degree.
- 8-10 years of progressively responsible experience in sales, marketing, or related fields is required.
- Proven track record of achieving and exceeding sales targets in the training or education industry.
- Strong leadership and team management skills, with the ability to inspire and motivate a diverse sales team.
- Excellent communication, negotiation, and interpersonal skills.
- Strategic thinker with strong analytical skills and the ability to make data-driven decisions.
- Proficiency in CRM software, Microsoft Office Suite (emphasis on Excel and PowerPoint), and other sales tools.

KEY ATTRIBUTES

- Visionary leader with the ability to translate strategic goals into actionable sales plans.
- Results-oriented and driven by a passion for achieving excellence.
- Collaborative and able to work effectively with cross-functional teams.
- Adaptable and able to thrive in a fast-paced, dynamic environment.
- Customer-focused with a strong commitment to delivering exceptional service.

Due to the CONFIDENTIAL nature of this search

Please contact CBIZ EFL Associates at ApplyEFL@EFLAssociates.com
for additional information.

COMPENSATION

Compensation will be market-based, corresponding to the experience level, credentials, and personal characteristics of the candidate.

APPLICATION PROCESS

CBIZ-EFL Associates, an executive search firm, is assisting our Client with this important search. All calls and inquiries should be made through the search firm. Nominations and applications will be held in confidence. Review of applications will begin immediately and will continue until the position is filled.

STEP 1: Complete a brief online application (2-3 minutes)

- [Click here for the online application](#)

STEP 2: Send us your résumé or curriculum vitae:

- Send in PDF format.
 - Send to ApplyEFL@EFLAssociates.com
 - Email subject line should read – “CONFIDENTIAL VP Sales Application”
- Candidates will be reviewed as they apply.

NON-DISCRIMINATION

Our client and CBIZ-EFL Associates firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, gender, creed, national origin, disability, veteran status, or any other protected category pursuant to applicable federal, state, or local law.

EFL ASSOCIATES
700 West 47th Street, Suite 1100
Kansas City, MO 64112
Phone: 816.945.5400
www.effassociates.com

Steve Waldron, Vice President & Managing Director
swaldron@effassociates.com 816-945-5423

Mari Kerwin, Talent Acquisition Consultant
mari.kerwin@effassociates.com 816-853-9441

Edith Ketay, Program & Project Manager
edith.ketay@effassociates.com 816-841-4001

Consultants in Executive Search