

Job Description

Job title: Sales Operations Manager

Business Unit: Hemel Hempstead **Division:** Sales

Role:

We are looking for a highly competent Sales Operations Manager to coordinate and enable our sales teams. Amongst other tasks this role will involve the enablement and accountability of the sales team through system implementation, analytics, reporting and a sales and revenue strategy.

Relationships:

Reporting to VP of Sales.

Liaison with Finance, HR, and sales management to develop sales incentive programs and compensation planning in order to increase sales productivity.

Responsibilities:

- Act as the point of contact for the sales operations team.
- Define quarterly objectives and drive the team to hit key milestones to increase acquisition and activation.
- Build and help to standardize business reporting for strategic analysis and internal business review
- Provide recommendations and take actions based on strategic objectives, forecast or performance metrics.
- Enhance sales productivity by enabling the team to work smarter by simplifying processes and evaluating new tools (forecasting)
- Create and maintain documentation on sales processes, policies, and relevant sales training materials and assist with onboarding new sales talent.
- Identify and eliminate sales process bottlenecks and inconsistencies.
- Own the end-to-end process of tracking the sales funnel and operational metrics and delivering regular insights to the business; define and deliver techniques to improve the funnel performance for sales management.

- Assist with Salesforce administration and project prioritization.
- Produce and review actionable and accurate sales reporting tools for RSMs and RSDs.
- Partner with sales reps and marketing to refine lead qualification process, analyse and report on campaign performances with reporting and dashboards.
- Refine customer segmentation, assist with territory management, and help create a plan to enhance renewal and upsell processes.
- Support sales programs by updating performance, reporting, and communications to participants to drive success.

Essentials:

- Demonstrated success in a sales op, business ops, or similar role.
- Ability to understand high-level sales strategies, translate them into system and process requirements, and ensure local execution and business impact.
- Previous deal desk (complex, high value deals can be discussed between sales, finance, and product) and/or revenue recognition experience.
- Ability to manage multiple priorities and tasks; proven strong organizational and project management skills in a fast-paced environment.
- Excellent written and verbal communication skills, including presenting to C-level executives
- Agile, self-starter who can work independently and collaboratively.
- Advanced Excel skills with a strong understanding of Salesforce, other CRM applications, and email marketing strategies.

Desirables:

- Analytical and demonstrated ability to extract key business insights through data analysis.
- Proven Salesforce subject matter expert with experience creating reports, optimizing processes, training new hires, managing dashboards, and more.
- Track record in driving change and removing hurdles in fast growth organizations by working cross-functionally with Marketing, Finance and IT.
- Experience with visual analysis applications and sales intelligence software.

Experience:

- Bachelor's degree in a technical or business-related field.
- Extensive experience in sales operations and/or business systems preferably in a software/technology/broadcast
- Experience building and/or managing a sales operations team.

Please note, on the job training will be provided to the successful applicant.