



## **Job Description**

The Director of Sales Operations establishes sales objectives by forecasting and developing annual sales; projecting expected sales volume and profit for existing and new products. Manage sales team results by; planning, monitoring, and appraising job results. Moderate travel is required for key accounts, client acquisition and trades shows. Previous experience in the optics industry is highly preferred.

### **Primary Responsibilities:**

- Develops and implements strategic sales plans and forecasts to achieve corporate objectives for products and services.
- Sets revenue targets and key performance indicators for the sales department
- Implements a variety of new business initiatives to drive sales
- Develops and accountable for sales operating budget
- Establish and maintain relationships with industry influencers and key strategic partners
- Direct sales forecasting activities and sets performance goals accordingly
- Direct staffing, training, and performance evaluations to develop and control sales programs
- Meet with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals
- Review and analyze sales performances against programs, quotes and plans to determine effectiveness
- Manage all employees of the department, responsible and accountable for the performance management of the employees within the department.
- Mentor, train and develop the members of the sales team
- Establish and adjust (together with accounting) selling prices by monitoring costs, competition, and supply and demand.
- Develop and execute strategic plans to achieve sales targets and expand customer base
- Implement sales strategies across the company, monitor and accountable for effectiveness
- Implements best practices in sales techniques throughout the department
- Ensure sales targets are met and report any deviations
- Liaise with marketing personnel to better direct our marketing program based on sales trends and forecasts
- Set targets, performance plans, and objective standards for sales representatives
- Analyze sales data on sales results and develop plans to address performance gaps

### **Secondary Responsibilities:**

- (Daily/weekly as required) travel to meet with potential & existing clients, and/or field sales staff
- Travel as necessary to visit customers and attendance at tradeshow



**Education and/or Work Experience Requirements:**

- Bachelor's degree in sales, marketing or business administration or equivalent number of years of experience
- Understanding of manufactured component sales
- Knowledge of manufacturing to print, i.e. part specifications and blue prints
- Optics experience preferred but not required
- Proven experience managing and directing a sales team
- Experience in planning and implementing sales strategies
- Experience in customer relationship management
- Ability to communicate, present and influence all levels of the organization, including executive and C-level

**Physical Requirements:**

- Must be able to sit or stand for extended periods of time
- Must be able to answer phone and use computer
- Must have reliable transportation to work
- Must be able to read, write and understand the English language
- Must be a U.S. Citizen

**To apply**

An application can be downloaded from [EscoOptics.com/pages/careers](http://EscoOptics.com/pages/careers) a completed application can be emailed to [HR@EscoOptics.com](mailto:HR@EscoOptics.com)

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