



## Head of Business Development

### About the Role

Our Inside Sales Reps are the first point of contact in the sales process when engaging with prospective customers at Cheesemakers. As the Head of Sales, you will oversee identifying business opportunities for our sales team. Your main responsibilities will be managing outbound and inbound touchpoints via phone, email, text, and LinkedIn.

Training and development of sales team members are the foundation of building our great team, where we set you up for success in this role. You will be a trusted resource as you develop key relationships with prospects, acting as the initial point of contact, while making a business impact through end-to-end customer pursuit and acquisition.

You will play a critical role in running our selling team, along with managing key food industry distributors and partners. We are seeking a talented player/coach, motivator, process builder, and expert revenue optimizer. The main objective of the sales team is to prospect (via phone, email, social) into key/target accounts, qualify interest in Cheesemaker products and close business.

### Responsibilities

- Directly report to the CEO
- Manage a team of individual contributors
- Carry and exceed your team's quota
- Research accounts, identify key players, generate interest, and develop accounts to stimulate opportunity
- Develop and execute inbound and outbound campaigns/strategies via phone, email, and other mediums
- Develop and maintain protocol for performance, career development and team culture
- Cultivate Inside Sales Representatives and guide them in career progression
- Work closely with Marketing to identify and improve the most important KPI's for outbound pipeline creation, revenue generation, and campaign performance
- Work and build cross functional relationships with adjacent departments
- Recruit, hire, onboard, and train excellent sales talent at scale
- Bring a strong coaching mindset and support your sales reps through call coaching, sequence review and development, email and social selling strategies, objection handling, etc.
- Ability to identify and recommend improvement in the areas of process, efficiency, and productivity
- Forecast, track, manage, and report sales activities and results using Act!
- Provide consistent KPI reporting, lead pipeline, stage conversation, velocity, and sales effectiveness

### Desirable skills, knowledge, and experience

- Minimum 8+ years of managing and scaling sales teams
- Experience working within food service industry
- Understanding of redistribution business model – supplier, supply chain, partners, customers
- Track record of exceeding quota
- Extensive CRM expertise: ability to create and employ reports is critical to this role
- Demonstrative executive presence and ability to influence at all levels of the organization
- Proven success aligning key stakeholders – Marketing, Operations, Business Development
- Aptitude to learn operational and technical concepts/terms
- Maintaining follow up conversations with prospective customers and well written communication
- Competitive, motivated, and ability for team collaboration in a fast-paced environment