



## Vice President, Sales & Revenue

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### COMPANY DESCRIPTION

Gravy is the leading customer retention and failed payment recovery service for businesses with recurring payments. We believe in the human touch as a way to make better customer experiences happen. We're on a mission to create an affordable, more efficient way for businesses to engage and manage failed payments AND bring the human element back to the cold world of automated, digital communication.

### ROLE DESCRIPTION

Gravy is looking for a proven sales leader with a track record of successfully motivating a sales team to achieve company revenue objectives in a high-growth environment. The right candidate will be the force behind developing new markets with strategic partners and anchor clients, as well as driving the sales team to optimize results (i.e., hands-on leadership, engagement in sales cycles, performance management, rewards and recognition, and coaching). This position requires a self-starter who can work with limited direct supervision, is entrepreneurial in spirit, and has strong leadership skills that align to help the company achieve quarterly and annual revenue objectives. This role will be a strategic driving force behind reaching \$50M by the end of 2022 which will result in the return of \$1B back to businesses. This is a full-time, exempt, benefited position on Gravy's executive team and reports directly to the CEO.

### KEY METRIC

This role will be evaluated based on hitting Gravy's annual sales targets (each represents the annual run rate by the end of the year):

- 2019: \$7M
- 2020: \$14M
- 2021: \$28M
- 2022: \$50M

### Specific responsibilities will include:

- Lead all sales activities and manage the sales team to meet or exceed business objectives, including quarterly and annual sales targets
- Position Gravy as the preferred partner for any influence and insight leader inside target markets.
- Identifying additional sales opportunities through new markets and additional product offerings
- Hire and develop staff as needed. Develop and support a learning culture.
- Work with the COO to develop and oversee sales compensation and incentive programs.
- Develop and maintain an infrastructure that supports the success of the sales team
- Monitors sales process and produces monthly reports on sales performance and variances.
- Sets activity and revenue targets for members of the sales team (including own targets)
- Drive business development, forecast accurately and lead departmental sales efforts through the entire business cycle.



- Work closely with the COO and marketing team on new item and product innovation
- Develop new leads and participate in closing new business opportunities
- Identify key areas for improvement in the sales cycle.
- Identify and generate opportunities for continual training and development of all members of the sales department.
- Research and assess market opportunities.
- Attend industry-specific events and conferences to generate new business leads.
- Act as a spokesperson for the company at sales events and conferences.
- Work with the marketing team to create a comprehensive marketing strategy and campaigns in a collaborative effort.
- Participate in critical decisions as a member of the senior leadership team
- Monitor customer, market and competitor activity and provide feedback to the leadership team.

## **REQUIREMENTS**

- 5+ years of professional experience in sales and market development
- Successful track record of driving consistent sales growth
- Long-term relationship builder capable of forming and assembling their own team
- Develops trust and models open, candid, respectful communication and collaborative teamwork
- Demonstrates a high degree of self-awareness and commitment to personal development
- Self-starter with good time management and organizational skills
- A team-player with a willingness to win together
- Quick learner and tech savvy
- Experience with Salesforce, Microsoft Office & Google applications
- Experience in strategic planning and execution.
- Knowledge of structuring sales quota goals and revenue expectations.
- Thrives in a fast-paced, high growth, rapidly changing environment
- Strong team player in a very agile work environment

### **Things you will not hear this person say:**

- Marketing isn't giving us enough leads.
- That's not my job.
- I thought those goals were a bit lofty
- I didn't hit my metrics because he/she... (fill in excuse)

We are seeking high-energy individuals who are motivated by challenges, thrive in a fast-paced environment, and have a desire to make a positive impact in businesses. Compensation will be competitive for the ideal candidate. The position is for an immediate start in metro Atlanta.

## **BENEFITS**

- Have a direct impact on a brand experiencing explosive growth
- Gain exposure to areas of the business beyond your functional area as everyone on our team wears many different hats
- Be a part of a talented team driven by a mission to help small businesses win
- Enjoy competitive employee benefits including health, dental, vision, and life

Gravy is an Equal Opportunity Employer.