



## Renovia Success Profile

<b>Role/Title:</b> National Director of Sales - Hospitality	<b>Department:</b> Sales	<b>Location:</b> Tampa, FL
<b>Reports To:</b> National Sales Director	<b>Date: August 2019</b>	

### About Renovia

Renovia is in the commercial construction industry specializing in coatings and repairs. Renovia's serve first mentality provides long lasting customer partnerships.

Our passion lies in building relationships with customers to solve their problems. All projects begin with a foundation of respect and trust, which we embrace as an opportunity to prove our reliability and expertise. Success is measured in our ability to consistently deliver timely, professional, quality work that allows us to continue strengthening these relationships.

At Renovia, our painting expertise is the framework of our business, yet our goals are greater. Our purpose is to be a light by improving and providing a lasting, positive impact in the communities we serve.

For more information about Renovia, visit [www.renovia.com](http://www.renovia.com)

To apply, please send a cover letter and resume to Jessie Sear ([jsears@renovia.com](mailto:jsears@renovia.com))

### Company Fit

**Humble:** Share credit, emphasize team over self and define success collectively rather than Individually.

**Hungry:** Always looking for more. More things to do. More to learn. More responsibility. Hungry people never have to be pushed to work harder because they are self-motivated and diligent. Come in every single day with a mindset that tells you "I will not lose today."

**People Smart:** Common sensical about people, appropriate and aware of what is happening in a group situation and how to deal with others in the most effective way. People Smart people ask great questions, listen to what others are saying and stay engaged in conversations intently.

**A. Job Summary** The National Director of Sales (NDS) – Hospitality, is responsible and accountable for developing strategic partnerships and alliances to increase sales and national brand awareness in the Hospitality setting. The NDS prospects, evaluates, acquires and grows business opportunities while collaborating with and integrating other business units such as Estimating and Production into the sales process. The NDS plays an important role in supporting Renovia's purpose to be a light in the community and around the world through continuous improvement, serving others and uncompromising integrity.

## **B. Job Responsibilities**

1. Demonstrate weekly prospecting for new National Account Clients – Hospitality focused
2. Develop relationships with National Account prospects to create opportunities to work together
3. Provide value to prospects to earn their trust in you and your expertise in the field
4. Manage the collaboration and information flow throughout the sales cycle
5. Forecast and analyze market and economic trends within the client base
6. Deliver KPI outcomes that are aligned with your sales budget (monthly, quarterly, yearly)
7. Interface and communicate with a variety of project stakeholders while managing unique interests and goals for all parties involved
8. Travel to Client Meetings outside of Tampa (20-30% of time)
9. Develop bid presentations after gathering data in conjunction with an Account Manager and collaborating with Estimators, Project Managers and other resources
10. Update sales and budget metrics within Salesforce and other appropriate platforms
11. Identify, prepare and implement additional standard operating procedures, as needed
12. Participate in weekly company huddle and sales meetings
13. Network with supplier and other strategic partnerships to leverage lead sharing

## **C. Competencies Required**

### **1. Results Oriented**

- Possesses tenacity and creativity to identify, prospect and cultivate new customers on a national level
- Sets ambitious sales goals in conjunction with National Sales Director
- Labels and measures success in comparison to those personal and company goals
- Identifies what drives customer decision making and uses qualifying and probing questions that help close sales

### **2. Time/Self-Management/Motivation**

- Prioritize tasks by importance and deadline dates
- Focus time and effort on key tasks and easily transition between those tasks
- Respond to setbacks with increased efforts and be persistent in the face of difficulty
- Monitor and evaluate external variables that affect plans and prepare strategies to deal with problems or drastic changes

### **3. Customer Focused**

- Identify and describe the customer's expectations
- Show interest in, anticipate, and have timely response to customer needs
- Go beyond basic expectations to help customers implement solutions

- Explore options when unable to deliver a requested product and/or pursue solutions until the customer is satisfied.
- Seek additional resources or strategies when unable to find resolution to a conflict or issue.

**4. Collaboration and Teamwork**

- Maintain an open, approachable manner, and treat others respectfully
- Anticipate and recognize the concerns of others, even if those concerns are not openly expressed
- Listen to discuss and negotiate with, reward, encourage, and motivate others
- Seek to resolve confrontations and disagreements constructively with Clients or teammates by focusing on the situation, issues, or behaviors, rather than the behaviors of the person

**5. Communication**

- Ensure that others involved in a project or initiative are kept informed about developments, plans and deadlines
- Communicate in an articulate (verbal), easily understood manner and convey ideas and facts using language the Client and resources best understand
- Present information clearly, concisely, and logically; focusing on key points
- Be concise and grammatically correct

**6. Business Acumen**

- Exhibits fiscal judgement in managing high profile, high dollar projects
- Comprehends manuals and project scopes, identifies potential pitfalls and articulates those to the team
- Anticipates impacts and risks of decisions and actions and how they impact the bottom line
- Utilizes Renovia's 5 step Sales Process while navigating through the Sales cycle

**D. Outcomes/Measures of Success**

1. Drive to get Client contracts, land and produce your quote for the year.
2. Meet KPIs outlined in individual sales plan
3. Increase new Client acquisition year after year (individual metrics achieved)

**E. Education/Knowledge/Skills Requirements**

- Bachelor's or advanced degree preferred
- Knowledge of Salesforce preferred
- Proficient in Microsoft Suite
- Previous National Account Sales of 3+ Years
- Background preferred in Construction related experience
- Serve-First Mentality