**Position description**

**VP - Sales**

**Name:** Vacant

## 

## Job Details

At [Company X], the sales team is the engine that drives the global consumer reach of our packaging solutions. We’re seeking a qualified sales VP who can help keep this engine running with their own sales skills as well as leadership of a team of driven sales representatives. The ideal sales manager has deep experience with the entire sales process, excelling at lead generation, relationship building, and deal closing. We’re looking for a quick learner who has strong negotiating skills — someone with a successful track record who can inspire the same performance in others. The role demands a leader who has a sharp mind and an ability to coach, advise, motivate, or replace sales representatives while building and maintaining a high-performance team.

**Reporting to:** Vacancy

**FTE:** 1

## About the company

This job description is from a Sales organization template modelled for a typical midsized enterprise B2B SaaS. (E.g. ~100-125 employees, ~Series B fundraising completion, ~$5-$25M ARR). Job roles and accountabilities are a guide only based on Functionly's org design team experience and research. Salary is a guide only, and intended to be in $AUD, sourced from mean salaries within the $5-$25M ARR band from Think & Grow 2021/22 Australian Startup Salary Guide. USA customers could try use https://topstartups.io/startup-salary-equity-database/ data to find market salary data within different categories. <Replace with your own information>

## Roles and responsibilities

VP - Sales -

* Sales Management
  + Direct and coordinate sales-related efforts and activities
  + Manage sales team resources
  + Produce annual budgets and allocate sales dollars across programs
* Sales Strategy
  + Set sales goals, objectives and KPI targets
  + Plan sales programs and initiatives
  + Identify key accounts and determine acquisition strategies to grow revenue base
  + Evaluate sales program effectiveness based on KPIs and ROI
  + Develop the plan for identifying, nurturing and acquiring new customers and business opportunities
* Sales Execution
  + Manage and execute sales contracts

## Accountable metrics

* VP Sales: Net New Rev
* VP Sales: % Time Selling

## Compensation guide\*

* $AUD 180,000 (base only)

[signature block]

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_

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