

Cultivate

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Full-Time, Remote

Vice President of Sales

Company Overview

In 2010, Cultivate introduced a better way for companies to show appreciation through gifting. Instead of the one-gift-fits-all approach, we elevated the experience by inviting people to select a gift of their choice. Since then, our team of Gifting Experts has evolved the industry and become a trusted partner for 46% of the Fortune 100, 31% of the Fortune 500, and hundreds of small and medium-sized businesses across the US.

After a decade of delivering exceptional in-person gifting experiences, we launched an Online Gifting Platform that further enhances choice gifting. Companies can express appreciation year-round to people's inboxes while leveraging technology, data and tools to track and measure their Return On Appreciation. Cultivate is uniquely positioned to provide a variety of gifting solutions for the \$240B+ corporate gifting industry in the US.

As we head into our next decade of growth, Cultivate is recruiting across multiple teams and looking for innovative people to join our team, backed by 14+ years of success. If you want to use your skills and talents to help companies create meaningful connections through gifting and have the grit and determination to help further our company mission, we'd love to hear from you!

What We Need

As our VP of Sales you'll be at the forefront of driving growth to our sales team by offering our clients an enhanced sales experience to redefine their gifting needs. This role will be crucial in shaping, defining, and executing our sales strategy, leading our Sales Team, managing key client relationships, and driving revenue growth. As a member of the Leadership team, this role will also be influential in making key decisions regarding Cultivate's goals and operations. This role will report to the President and Integrator at Cultivate. This position requires a highly motivated individual with a demonstrated ability to lead high-performing sales teams with effective leadership, influence and interpersonal skills.

What You Will Do

- Focus on increasing revenue by driving sales performance, identifying new business opportunities, and optimizing the sales process.
- Lead, mentor, and manage the Director of Sales and Sr. Business Development Managers, fostering a high-performance culture. Set clear objectives, provide ongoing training, and support team development to ensure alignment with company goals.
- Identify and coordinate sales methodology training programs that enable staff to achieve their potential and support company sales objectives.
- Develop and manage the sales budget, ensuring effective allocation of resources and optimizing return on investment.
- Provide detailed and accurate sales forecasting.
- Track and analyze sales metrics to assess performance and identify areas for improvement. Develop actionable insights and reports to communicate sales performance to executive leadership.
- Design and implement comprehensive sales strategies to drive growth and meet revenue targets.
- Analyze market trends, customer needs, and competitive landscape to inform strategic decisions.
- Work closely with marketing, sourcing and merchandising, and operations teams to ensure alignment of sales strategies with overall company objectives.
- Manage key customer relationships and participate in closing strategic opportunities.
- Represent the company at various meetings and events.
- Own key industry partnerships, seek new opportunities and manage other strategic sales activities.
- Partner with the Director of Sales, Marketing, and Events teams to create trade show and industry event strategies.
- Manage the revenue and opportunity pipeline, adjusting as necessary to create sustainable growth.
- Build a culture of collaboration across the sales, marketing, and operations teams, ultimately delivering first-class service throughout the client life cycle.
- Gather and analyze client feedback to improve product offerings and sales approaches.
- Oversee the enablement of our CRM tool, Hubspot, for sales.

Must Haves

- Bachelor's degree in Business Administration or a related field is preferred.
- Proven track record of at least ten years in sales leadership roles.
- Strong leadership and team management abilities.
- Excellent communication, negotiation, and presentation skills.
- Strategic thinking and problem-solving capabilities.
- Proficiency in sales software and CRM systems.
- Ability to build and maintain strong client relationships.
- Results-oriented focus with a strong drive for achieving targets.
- Innovative and adaptable, with a proactive approach to challenges.
- Collaborative and able to work effectively with cross-functional teams.
- Experience with implementing and executing a sales method such as Challenger, Sandler System, N.E.A.T Selling, etc.
- Hands-on experience with creating sales quotas and capacity planning.

Standout Skills

- An MBA or advanced degree is a plus.
- Knowledge of the incentive industry and trends is a plus.
- Experience working in a small to medium-sized business environment while selling into enterprise-level accounts, is highly desirable.
- Familiarity with Hubspot.

Compensation and Benefits

- Annual salary of \$170k - \$190k, depending upon experience.
- Benefits include:
 - o 401k Plan with a 4% employer match
 - o Insurance plans (health, vision, and dental)
 - o Employer contribution of \$250 to medical premium
 - o Employee Assistance Program
 - o Paid time off
 - o Seasonal half-day Fridays
 - o 9 paid holidays per year, including a floating holiday
 - o Employee recognition programs
 - o Referral bonus opportunities